JUNE 18, 1956

35c PER COPY

BROADCASTING TELECASTING

THE 15% COMMISSION

Page 35

IN THIS ISSUE:

25TH year

Now! A Tremendous INCREASE in POWER To Bring You Even GREATER RESULTS

WKMH

Detroit's Favorite Station for NEWS, MUSIC and SPORTS

Now 5000 Watts NIGHT and DAY

WKMH

Dearborn-Detroit

FRED A. KNORR, Pres.

JOHN CARROLL, Mg. Director

Represented by HEADLEY-REED

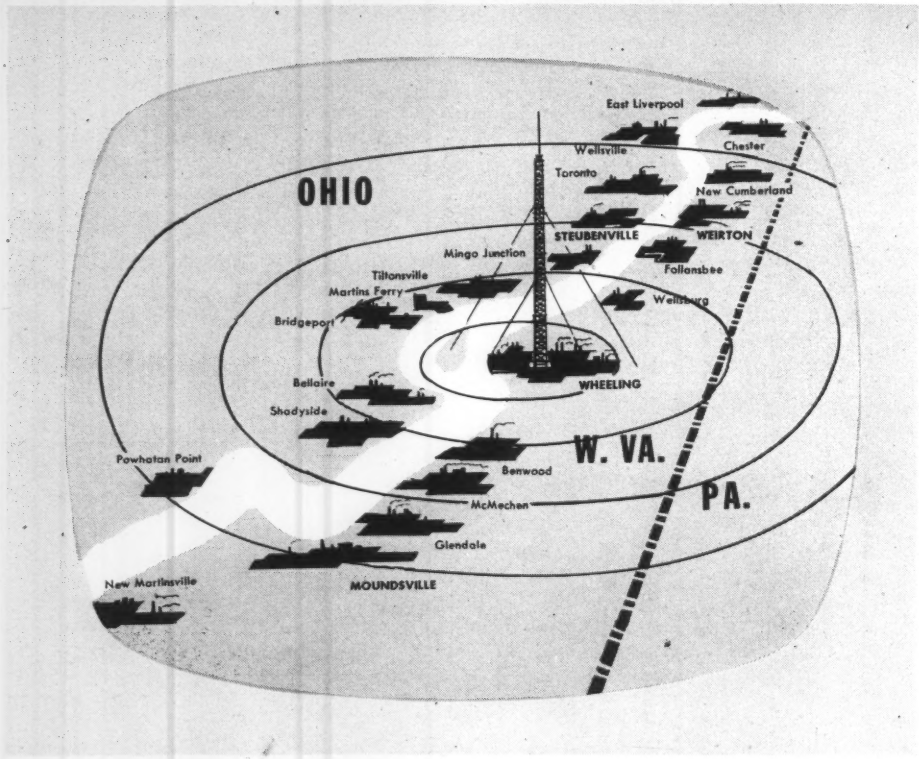
SAVE up to 15%

By Buying 2 or More of these Powerful Stations

WKMH	WKMF	WKHM	WSAM
Dearborn-Detroit	Flint, Mich.	Jackson, Mich. Jackson Broadcasting & Television Corp.	Saginaw, Mich.

BUY ALL 4 STATIONS . . . . . SAVE 15%
BUY ANY 3 STATIONS . . . . . SAVE 10%
BUY ANY 2 STATIONS . . . . . SAVE 5%

KNORR BROADCASTING CORP.



You are looking at the fastest growing Industrial Market in the World

. . . the GREATER WHEELING MARKET

Ohio Bell Telephone is in the midst of a $500,000 expansion! The Manufacturers Light & Heat Company is spending $750,000 for new gas facilities! The Pennsylvania Railroad is extending track to service the new Olin-Mathieson Aluminum Plant at a cost of FOUR MILLION DOLLARS! These, and many more expansions are taking place **RIGHT NOW** in the Greater Wheeling Market, America's fastest growing market. In fact, even **conservative** estimates set a figure of 450 MILLION DOLLARS in proposed expenditures in the Upper Ohio Valley in the next three years!

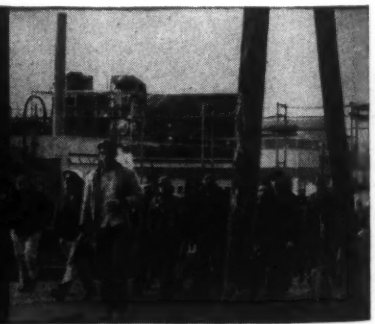
In this rich industrial area with an annual spendable income of TWO BILLION DOLLARS, comprising 312,400 TV Homes, WTRF-TV has, by every accepted method of audience measurement, been proved the most popular TV station by a wide margin. Current Pulse figures show TWELVE of the top 15 "once-a-week" shows and SEVEN of the top 10 "multi-weekly" shows are on WTRF-TV!

Another Award for WTRF-TV

WTRF-TV has won a 1956 "PowerStyle" Chrysler, **first prize** in the **nationwide** "It's a Great Life" promotion competition. This is the SIXTH first place award in national station promotion contests won by WTRF-TV in less than 24 months.

"a station worth watching"

Wheeling 7, West Virginia



For availabilities and complete coverage information—call Hollingbery, Bob Ferguson, VP and GM, or Needham Smith, SM Wheeling 1177.

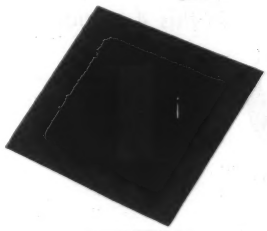
NBC

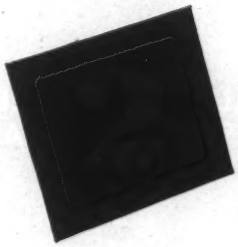
316,000 watts

Equipped for network color

Reaching a market that's reaching new importance!

TWO MORE REASONS
Why Your Best Texas Buy Is





KGUL'S new Super Tower went into operation on May 30th—bringing CBS Television to more than 600,000 families in the Gulf Coast Area.

KGUL-TV leads in more prime periods than the other two stations combined.*

In the April Telepulse for the Galveston-Houston Area:

KGUL-TV	83
Station B	77
Station C	4
(4 Ties)	

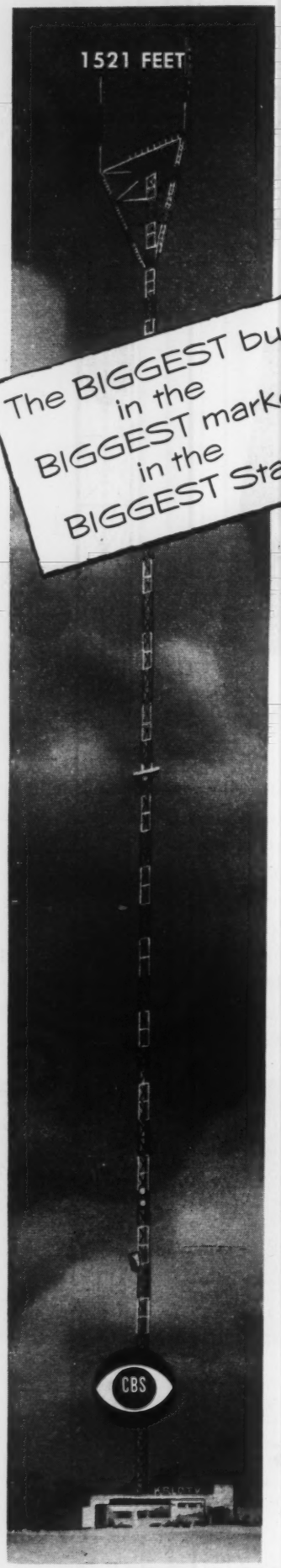
Represented Nationally by CBS Spot Sales

CBS TELEVISION NETWORK

Channel 11 Galveston, Texas

*(Source: Telepulse, April 1, 1956, 1/4 Hour Wins 6 P.M.-Midnight 7 Days)

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications, Inc., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.



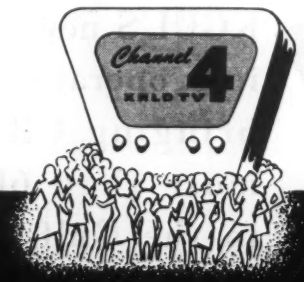
NO OTHER TV STATION IN TEXAS gives you as much coverage as . . .

The BIGGEST buy in the BIGGEST market in the BIGGEST State

KRLD-TV

KRLD-TV's Channel 4, telecasting with maximum power from the top of Texas' tallest tower, covers more than 28,500 square miles . . . a 30% greater coverage than provided by any other station operating in the Dallas-Fort Worth area . . . and the greatest coverage given by any station in Texas

KRLD-TV presents the 12 top "Once A Week" shows (13 OUT OF THE TOP 15) together with 5 out of the top 10 "Multi-Weekly" shows . . . . . and, in this 4 station market . .



KRLD-TV HAS THE GREATEST DALLAS AUDIENCE OF ANY OTHER STATION IN DALLAS-FT. WORTH AREA

	MONDAY TO FRIDAY			SUNDAY			
	7 AM-12 N	12 N-6 PM	6 PM-12 MID		8:30 AM-12 N	12 N-6 PM	6 PM-12 MID
KRLD-TV	55	30	38	KRLD-TV	64	34	47
STATION B	31	32	26	STATION B	32	34	27
STATION C	14	28	24	STATION C	4	17	15
STATION D		10	13	STATION D		15	11

Telepulse Report — Dallas Metropolitan Area
April, 1956

Channel 4 Dallas

MAXIMUM . . . . . POWER

Owners and operators of KRLD — 50,000 Watts, The Dallas Times Herald Station, Herald Square, Dallas 2, Texas.

JOHN W. RUNYON, *Chairman of the Board* — CLYDE W. REMBERT, *President*

REPRESENTED BY THE BRANHAM COMPANY

closed circuit.

ALL'S NOT LOST • Don't write off entirely overall crash programs for uhf development, despite failure of NARTB, RETMA and *ad hoc* committee to finalize project [B•T June 11]. All are agreed, it's understood, that far-reaching research program is essential first step. It's now question of scope and financing. Neither group, however, was disposed to go along with *ad hoc* committee original proposal that million dollar study be instituted going into social and economic as well as technical research to be handled at Massachusetts Institute of Technology (at which Dr. Edward Bowles, committee chairman, is professor).

B•T

MISGIVINGS over Bowles' ad hoc *committee proposal were expressed in inner broadcast circles because it's felt that it would go back conceivably to such fundamentals as whether there should be American plan of commercial broadcasting or some other method of control and operation. This is viewed as far beyond mandate from Chairman Magnuson of Senate Committee who had in mind getting benefit of technical opinion as to how best utilize available television spectrum space to provide competitive nationwide service. It's now expected* ad hoc *group will recommend to Senate Commerce Committee, in report to be submitted by month's end, that research program be undertaken as starting point.*

B•T

11th HOUR • Two straight hours of network television and radio—all three tv and most radio networks—will be filled with paid political broadcasts Nov. 5, night before elections, if plans of two major political parties work out. Republican National Committee is buying 11 p.m. to midnight, and Democratic National Committee reportedly is asking for full-hour before that. BBDO, New York, is agency for GOP; Norman, Craig & Kummel, New York, for Democrats.

B•T

AT LEAST SOME Negro-audience stations, being queried by Republican National Committee for availabilities for nine-week pre-election spot announcement campaign [B•T, May 21], are disturbed by what they describe as "suggestions" that they should "not slant" political news but play it fairly as between GOP and Democrats. They take it as unwarranted assumption that they're politically one-sided.

B•T

PROMPT FOR PAY • Not unexpectedly, CBS Radio is getting quick acceptances from affiliates on its plan to restore part of past years' cuts in compensation during year starting Aug. 25 [B•T, June 11]. And enthusiasm of stations is pleasing network officials as much as speed of their responses. Though new contract amendments weren't mailed out preceding weekend, meaning affiliates didn't receive them until Monday or Tuesday, total of 101—all that had been heard from—had returned (or promised) signed agreements by Friday. These represent 62.95% of network's total rate card. With 85% of total rate card necessary to put plan into effect, those promised and in hand represent 73% of volume needed by this Friday's deadline.

B•T

THERE'S MORE than meets eye in meeting called Friday of NBC Radio Affiliates to be held in New York June 29. Announcement of meeting came after high level discussion between NBC brass and Lester W. Lindow, newly appointed committee chairman. Plan for session had been in works long before CBS Radio announcement of increased compensation to affiliates [B•T, June 11, see editorial, page 130].

B•T

DELAYED • Senate Commerce Committee met last Wednesday in regular executive session but did not act on nomination of T. A. M. Craven to serve seven-year term on FCC beginning July 1. Action was deferred, it's understood, because one Senator asked for opportunity to read record of June 7 hearing before Senate Communications Subcommittee prior to consideration and particularly since there's still time before term of Comr. E. M. Webster expires June 30. Special meeting called for Thursday (June 21) with confirmation regarded as virtual certainty.

B•T

EDWARD JARRETT, chief clerk of Senate Interstate & Foreign Commerce Committee, shortly is expected to take leave of absence to accept appointment as chief aide to J. Leonard Reinsch in handling of Chicago Democratic National Convention. Mr. Reinsch, executive director of Cox radio and tv stations, fortnight ago was named assistant chairman of Democratic Committee and convention manager [B•T, June 11, 4]. Mr. Jarrett's appointment was requested of Chairman Magnuson (D-Wash.) of Senate Committee by Paul M. Butler, chairman of DNC, and is expected to be effective about July 1.

B•T

TROUBLE IN WIND • Jurisdiction dispute brewing between IBEW and IATSE locals in Hollywood over representation of cameramen on tv film lots may wind up in Washington before AFL-CIO executive council for arbitration. IATSE has been entrenched at major movie studios for years; IBEW in radio-tv. IBEW Local 45 there is openly making play for independent tv film but IATSE Cameramen's Local 659 is protesting.

ONE of the ideas being considered by those working on revision of program categories in FCC renewal forms (see story page 94) is to have stations report on program activities in narrative form. This would be radical change from present practice which requires stations to specify in percentage figures amount of entertainment, educational, religious, agricultural, etc., time broadcast.

B•T

PUBLIC PLUNDER • Those treasure hunt activities rocking Minneapolis and Omaha radio circles gave rise to this quip last week: that Minneapolis and Omaha are the only cities in the U. S. where listeners are being paid more than talent.

B•T

COMMERCIAL sponsorship of Hollywood's sacred Oscar awards on tv has been constant thorn in side of movie industry, which considers it theatre product and money shouldn't mingle any place but boxoffice. Plan whereby studios themselves will pick up tab for annual NBC-TV shows will be put before industry this summer by Academy of Motion Picture Arts & Sciences.

B•T

REVAMP COMING • *Weekday,* NBC's daytime program which has been controversial issue with affiliates virtually from its start, currently is undergoing rigid reexamination. There's strong likelihood of complete change in format in next few weeks.

B•T

CBS-TV Hollywood is considering 90-minute versions of two of its half-hour film series as candidates for exposure next season on new Playhouse 90 *venture.* Gunsmoke *and* Cavalry Patrol, *both produced by Charles Marquis Warren, may get unique enlargements. Cross-publicity value is one factor involved.*

B•T

KAYE IN MARKET • Sammy Kaye, bandleader and star of own radio-tv show, interested in buying several independent radio stations. Wheeling and dealing would be in addition to his swing-and-sway bandleading.

B•T

NARTB's television roster will acquire important new member with assumption at helm of Chicago Tribune *stations by Ward L. Quaal, Aug. 1. While WGN Radio is NARTB member, tv station has not joined. Subsequent action, under Mr. Quaal's direction, will be subscription to NARTB Television Code. Mr. Quaal succeeds Frank P. Schreiber, vice president and general manager, who resigned after 38 years with* Tribune *organization.*

March-April, 1956
Metro **Pulse:** WHB 1st
360 out of 360
¼ hours in and out of home,
Mon.-Fri. 6 a.m.-midnight

March, 1956
Area **Nielsen:** WHB 1st
every time period,
1st all day and night
42% share of audience
Mon.-Sat. 6 a.m.-midnight

Latest available
Area **Pulse:** WHB 1st
263 out of 288
¼ hrs. . . . with 25-2nd place
¼ hrs., Mon.-Sat., 6 a.m.-6 p.m.

Feb.-May, 1956
K. C. **Hooper:** WHB 1st
248 out of 260 ¼ hrs.
1st all day with
43.5% share of audience
Mon.-Fri. 7 a.m.-6 p.m.
Sat. 8 a.m.-6 p.m.

Dominate? And how! Listen to the way Kansas City looks the way Blair tells it—or talk to WHB General Manager George W. Armstrong.

WHB 10,000 watts—710 kc
Kansas City

MID-CONTINENT BROADCASTING COMPANY
"The Storz Stations"—President: Todd Storz

WDGY, Minneapolis-St. Paul
Represented by
Avery-Knodel, Inc.

KOWH, Omaha
Represented by
H-R Reps, Inc.

WHB, Kansas City
Represented by
John Blair & Co.

WTIX, New Orleans
Represented by
Adam J. Young, Jr.

Coming Soon—WQAM, Miami—Transfer Subject to FCC Approval

at deadline

MUTUAL OFFERS TO SPLIT ALL PROFITS WITH AFFILIATES IN NEW NETWORK PACT

MBS Friday unveiled new "share the wealth" concept in connection with proposed network-affiliate plan by which stations would derive percentage of all network profits (after operating costs) based on percentage which station rate bears to total rate card of network. Plan was unfolded at regional meeting of midwest Mutual affiliates in Chicago by John Poor, executive vice president of network.

Network also offered two additional proposals for affiliation contracts, slated to become effective Nov. 1. First, its block music programs, to be made available to stations without charge, covering 9 to 12 midnight Sunday through Friday (called *Studio X*); 6 to 8 p.m. Saturday (*Top 40*); 8 to 10 p.m. Saturday (*Teen Club*), and 11 to 12 midnight Saturday (*Big Charlie*).

Second proposal, effective Nov. 1, is "automation" plan, under which affiliates are urged to buy or adapt equipment, making it possible to integrate network shows with local spots or breaks for evening and weekend programming hours. Stations may choose or reject plan. MBS officials suggested use of "silent sensing strip" with tape recorder (viz., Ampex) and record changer assembly (like Seeburg's). Stations could pre-record cut-in announcements and breaks. Mr. Poor said unit would cost about $2,500 but could be put together for less.

Mutual affiliates informally differed on merits of proposed new contract, which calls for them to "preclear" 16 hours of network time weekly in return for 15 hours of weekly free programming (without talent costs) for local co-op sale, with 35 hours weekly total option time period. One broadcaster said he felt proposal is based on wrong concept, that of selling programs and not spots. Others expressed interest in plan and MBS executives reported favorable reaction. List of "preclear" and co-op programs (those for local sale) in news drama and special feature categories also outlined for affiliates similar to types reported on eve of NARTB convention [B•T, April 16].

Mr. Poor and other executives described new network plan as "realistic radio" concept, with "as fair and honest a contract as any network ever offered." He said that with the "share the wealth" plan a $1 to $2 million revenue after operating costs "is not fantastic."

CHOTINER DESCRIBED AS INVESTIGATOR, NOT INFLUENCER, IN FRESNO TV CASE

SENATE Investigations Subcommittee investigators have been told that Murray Chotiner, California lawyer who was Vice President Richard Nixon's campaign manager in 1952, was briefly engaged as investigator—with explicit understanding he was not to attempt to influence outcome of case—by lawyer for winning applicant for ch. 12 Fresno, Calif.

Mr. Chotiner told reporters June 7 he had been subpoenaed to give subcommittee his records "pertaining to certain television companies," but he did not identify them further.

B•T learned Friday that subcommittee investigators have been given this report by W. Theodore Pierson, attorney for KFRE Fresno, which won ch. 12 there:

In fall of 1954, after FCC examiner had recommended grant to rival applicant, KARM Fresno, KFRE's President Paul Bartlett advised Mr. Pierson he had decided to withdraw from case and issue statement alleging political influence had been used against him. Mr. Pierson persuaded him to delay judgment, pending investigation.

Mr. Pierson asked advice of his brother, active in Iowa Republican circles, in selection of lawyer familiar with California politics. His brother suggested Mr. Chotiner whom he knew to have been active in campaigns of Mr. Nixon and California Congressmen.

Mr. Pierson visited Mr. Chotiner in latter's Los Angeles office, entered into arrangement to pay Mr. Chotiner for time and expenses to investigate whether or not political influence had been attempted in case. Mr. Chotiner agreed, according to Mr. Pierson's version to subcommittee investigators, after receiving assurance he was not expected to try influence of his own. Mr. Pierson also made clear his firm, Pierson, Ball & Dowd, was paying bill—not KFRE.

Few weeks later Mr. Chotiner reported that he found no influential person in California Congressional delegation had expressed preference in Fresno case—except one Congressman who had called one FCC member and had been rebuffed. According to Mr. Pierson's report to subcommittee agents, Mr. Chotiner said he was convinced case would be decided on merits, and hence KFRE decided to stay in running.

With presentation of his report, Mr. Chotiner ended his connection with Fresno matter, according to Mr. Pierson's statement to subcommittee agents.

Sen. John L. McClellan (D-Ark.), chairman, and Robert F. Kennedy, chief counsel of committee, told B•T last week that Chotiner investigation was only preliminary. Neither would comment beyond that.

Meanwhile, it was learned Mr. Kennedy last week conferred individually with FCC members on events leading up to ch. 12 grant.

DIRECT LINE TO IKE

PRESIDENT EISENHOWER has been receiving music service at his Walter Reed hospital room via special wire from WGMS Washington, News Secretary James C. Hagerty told newsmen Friday.

WGMS programs have been received at the White House by special line for some time. Last autumn the President listened to special taped music service sent to Denver by WGMS.

• BUSINESS BRIEFLY

AMOCO RADIO • American Oil Co. (Amoco), Baltimore, launching 26-week spot radio campaign in 40 to 50 east coast markets, starting July 2. Agency: Joseph Katz Co., N. Y. and Baltimore.

18 WEEKS IN 30 • Lever Bros.' Silver Dust (cleanser), N. Y., starting radio spot announcement campaign July 9 to run approximately 18 weeks in about 30 markets in New England, Southeast, and Pennsylvania. Sullivan, Stauffer, Colwell & Bayles, N. Y., is agency.

MORE FOR MAXWELL • Instant Maxwell House coffee, N. Y., through Benton & Bowles, N. Y., adding more markets to its radio spot announcement campaign in New England starting June 26.

TV FOR WILDROOT • Wildroot Co., Buffalo, planning to run supplementary tv spot campaign in Midwest next fall. Advertiser co-sponsors *Robin Hood* on CBS-TV. BBDO, N. Y., is agency.

BAB-O BUYS CAESAR • B. T. Babbitt Inc. (Bab-O cleanser), N. Y., added to roster of participating sponsors of *Caesar's Hour* on NBC-TV next season (Sat., 9-10 p.m. EDT). Agency for Babbitt: Dancer-Fitzgerald-Sample, N. Y.

POLKA FOR PABST • Pabst Brewing Co., Chicago, through Leo Burnett Co., Chicago, to sponsor *It's Polka Time* on ABC-TV (Fri., 10-10:30 p.m. EDT), starting July 13.

Allocations Answer Soon, Says Chairman McConnaughey

FCC CHAIRMAN George C. McConnaughey, addressing District of Columbia - Maryland Assn. Friday (see story, page 9), said FCC soon will announce conclusions on tv allocations proceedings. "I am confident that the public and the broadcast industry will agree that we have chosen the only practical means of assisting uhf without causing deterioration of existing service. We could not justify creating substantial 'white areas' when the Act commands us 'to make television service available so far as possible, to all the people in the United States.' Nor could we fulfill the objectives of the Act by making obsolete millions of sets paid for or purchased on credit by the working people of the United States."

Indicating it would be "premature" to discuss more specifically what FCC will do, chairman nevertheless implied that order would be forthcoming shortly.

Mr. McConnaughey, Ohioan, apparently takes issue with Ohio Republican Sen. John W. Bricker on manner in which broadcasting should be regulated. He said he was convinced that it was Congressional intent when Communications Act was prepared to allow "the freest play to private initiative and private enterprise in the utilization of the spectrum space." Then he added "broadcasting is not in fact—and should never be compelled by law to adopt—the characteristics of a common carrier."

in 91* counties...

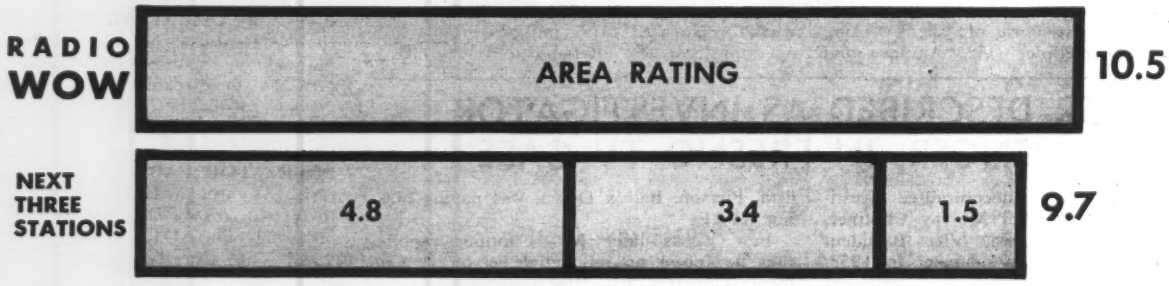
REGIONAL RADIO

WOW IS 1ST

Every Minute of the Broadcast Day!

*514,600 radio families!

More Audience than Next 3 Stations Combined!

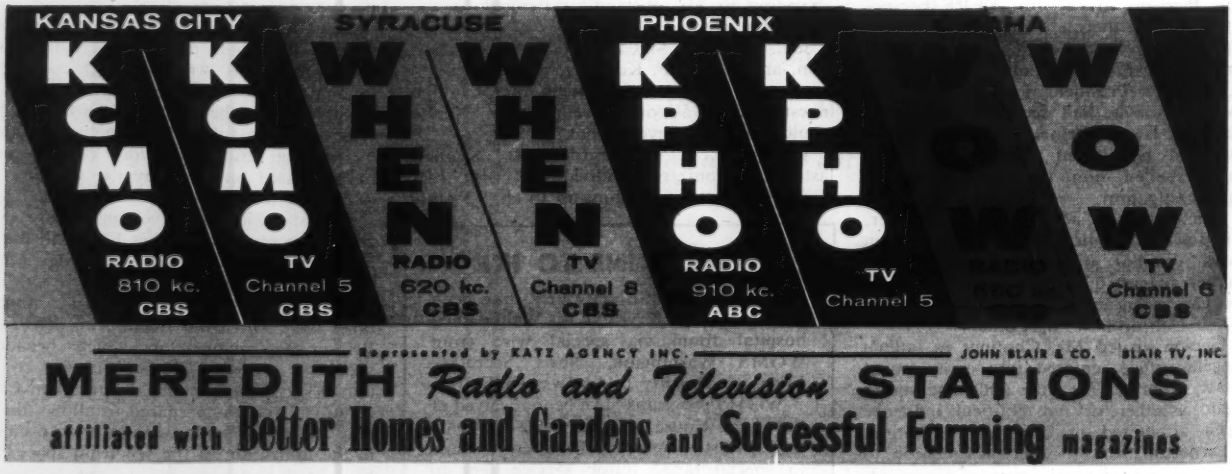


SOURCE: Nov., 1955, Pulse Area Report. 6 A.M. to Midnight, Monday thru Friday, Average Quarter-Hour Ratings.

FRANK P. FOGARTY
Vice President & Gen'l Mgr.

BILL WISEMAN
Sales Manager

JOHN BLAIR & CO.
Representatives


KANSAS CITY
KCMO RADIO 810 kc. CBS
KCMO TV Channel 5 CBS
SYRACUSE
WHEN RADIO 620 kc. CBS
WHEN TV Channel 8 CBS
PHOENIX
KPHO RADIO 910 kc. ABC
KPHO TV Channel 5
WOW TV Channel 6 CBS
Represented by KATZ AGENCY INC.
JOHN BLAIR & CO.
BLAIR TV, INC.
MEREDITH Radio and Television STATIONS
affiliated with Better Homes and Gardens and Successful Farming magazines

at deadline

TIME'S NOT FREE, KINTNER TESTIFIES

THERE'S no such thing as "free" tv network time for political candidates, ABC President Robert E. Kintner told Senate Commerce Committee Friday during hearings on committee's probe of networks and uhf-vhf troubles. If network donates time to political parties it is making financial contribution to them, he said.

Mr. Kintner's remarks came after Chairman Warren G. Magnuson (D-Wash.) said Republicans have lot of money and Democrats little. Sen. Magnuson said he thought it's problem where networks can "help," and asked: "You wouldn't go broke on a couple of hours [free time], would you?" He added that Congress will "have to take some action" on political time bills "before we get out of here."

Mr. Kintner said best networks can do is make sure both parties have equal access to time and if party doesn't reserve tv time beforehand, there's little network can do.

ABC president said he didn't believe color tv would get underway on national scale until fall of 1957, with perhaps 4-5 million color sets. He thought tax exemptions on all-channel sets would help uhf.

Although ABC wants government action to assure three outlets in top markets, Mr. Kintner said, it's only as alternative that network would ask that existing outlets be made available for some ABC programs.

Mr. Kintner also expressed these views: "Everybody talks about the power of networks but nobody talks about power of stations"; ABC screens its advertisers beforehand for possible bait-switchers; ABC believes in network's right to editorialize but isn't prepared to do so just now.

Key to network-affiliate relationship, Mr. Kintner said, is that affiliate in signing contract takes "affirmative position" toward network's programming. He didn't think independent producers should have same access to outlets as networks because latter provide "national programming."

Neither did he think network program performance should be subject to FCC review, but that station licensees should have responsibility. He felt if ABC lost one of its five owned stations it would "have a devastating effect on us."

Four Stations, $435,000 Involved in Newest Sales

SALE of WPAL Charleston, S. C., by George G. Weiss and associates to Speidel-Fisher Broadcasting Co. for about $125,000 announced Friday, at same time applications for FCC approval filed for transfer of:

- WWPB Miami, Fla., from Paul Brake to William M. O'Neil for $160,000.
- WDXB Chattanooga, Tenn., from Joseph Bloom and associates to French Inc. (Carlin S. and son, Stephen C. French) for $100,000.
- KSHO-TV Las Vegas, Nev., from Moritz Zenoff to partnership comprising Mr. Zenoff and Wilbur Clark (owner of Desert Inn there), with Mr. Clark's 50% interest valued at $50,000.

Purchasers of WPAL (1 kw daytime on 730 kc) are Joe Speidel III and Albert T. Fisher Jr., owners of WOIC Columbia and WQOK Greenville, both S. C. Transaction negotiated by Blackburn-Hamilton, station brokers. Sale is subject to usual FCC approval.

William M. O'Neil, buyer of WWPB (250 w on 1450 kc), is son of William O'Neil, president of General Tire & Rubber Co., and brother of Thomas O'Neil, president of RKO Teleradio Pictures Inc. (General Teleradio radio-tv stations, controlling stockholder in MBS, and owner of RKO Pictures). Sale is to WSKP Inc., 100% owned by Ohio Music Corp. (75% owned by Mr. O'Neil and 25% by Jack W. Lemmon, formerly associated with Mr. O'Neil in ownership of WJW Cleveland). Payment is $36,400 in cash with remainder over five year period.

In Chattanooga transaction (250 w on 1490 kc), elder Mr. French is 22.4% owner and vice president of H-R Representatives, station representative firm. He will resign from H-R post. He also owns 33⅓% of WATO Oak Ridge, Tenn.; 10% of WLAF Lafollette, Tenn. Younger Mr. French is manager of WNOE New Orleans. Payment is $40,000 cash, remainder to be paid over five year period.

KSHO-TV, on ch. 13, was sold to C&Z Co., partnership of Messrs. Zenoff and Clark. Mr. Zenoff owns *Boulder City News* and *Henderson Home News*-KBMI, both Nevada. Station is independent.

BALD ADMISSION

CONFESSION that Hollywood stars are using tv "entertainment" roles as pure commercials for movie box office is baldly spelled out in full page trade advertisement by Paramount last week citing Bob Hope NBC-TV spectacular yesterday (Sun.). Ads said spectacular plugging "That Certain Feeling," "hits the peak of the most intensive drumbeating ever done by any star for a motion picture. Additional millions of ticket buyers will be turned toward the box office. . . ."

Aubrey, George, Schneider Promoted in CBS Shifts

EXECUTIVE CHANGES being announced today (Mon.) by CBS involving tv network, KNXT (TV) Los Angeles and CBS Television Spot Sales. James T. Aubrey, general manager of KNXT and Columbia Television Pacific Network, takes over newly-created post of manager of network programs, CBS-TV, Hollywood. Succeeding Mr. Aubrey is Clark George, tv spot sales' general manager. Mr. George's post in New York is being filled by John Schneider, eastern sales manager of CBS-TV Spot Sales.

New shift is designed to strengthen CBS-TV's Hollywood organization during current growth, indicated Alfred J. Scalpone, vice president in charge of network programs, Hollywood. Mr. Aubrey's appointment follows recent naming of Guy della Cioppa to director of network programs in Hollywood.

PEOPLE

ROLAND P. CAMPBELL, vice president of advertising, Andrew Jergens Co., Cincinnati, returns to Post Cereals Div., General Foods Corp., White Plains, N. Y., as advertising manager, after four years absence.

NORT WYNER, assistant to Emil Mogul, president of Emil Mogul Co., N. Y., to Monarch Wine Co. (Manischewitz), Brooklyn, N. Y., as advertising and sales director. Monarch is Mogul account.

BILL STILES named general manager of KLRJ-TV Las Vegas, Nev. He previously was commercial manager of KZTV (TV) Reno, Nev.

JOE DRILLING, business manager, named general manager of KJEO-TV Fresno, Calif.

BOB CRANE, early morning personality on WICC Bridgeport, Conn., to KNX Los Angeles July 15 replacing **RALPH STORY.** This fall Mr. Story plans to enter tv film production.

Radio Is 'Primary Medium' Pardoll Tells Broadcasters

RADIO should sell itself as "primary medium it is" rather than as secondary medium, Arthur Pardoll, director of broadcast media, Foote, Cone & Belding, New York, told District of Columbia and Maryland Broadcasters' Assn. at annual meeting in Ocean City, Md., Friday.

Mr. Pardoll urged industry-sponsored survey of listening habits as radio's greatest current need. He urged greater attention to programming and better presentation to agencies and accounts.

Free access by radio and television to Maryland state legislature proceedings, as well as city and other state and local council proceedings, was advocated by Sen. Louis L. Goldstein, president of Maryland Senate, who told meeting he would introduce legislation to this end in current assembly session. He suggested that if it worked in Maryland, it could be adopted by all states and possibly Congress.

Alvin Q. Ehrlich, vice president in charge of radio and tv, Kal, Ehrlich & Merrick, Washington, urged stations to establish package prices on daily, weekly, monthly and yearly discount schedules. He admonished against double and triple spotting.

Closing Saturday session was addressed by Joseph McDonald, treasurer, NBC, on "Political Pitfalls"; Thad H. Brown, vice president, NARTB; Leland S. McCarthy, Washington Better Business Bureau, and Sol Taishoff, B•T editor-publisher.

SAG Gets Shorter Week

SCREEN ACTORS GUILD Friday announced revision of existing contract with 300 producers of tv films substituting 5-day, 44-hour work week for 6-day, 48-hour week. Unchanged: $285 weekly minimum established last summer. Saturday and Sunday become double time days. Theatrical movie studios went on 5-day week last March.

Moyers Seek Miami Am

APPLICATION filed with FCC Friday for new daytime am station in Miami, Fla., on 1260 kc, 5 kw. Applicants are Keith Moyer (70%), his wife, Frieda (5%), and his brother Roger (25%). Keith Moyer holds majority interest in WTIM Taylorsville, Ill. (55%); WBBA Pittsfield, Ill. (55%), and WTAY Robinson, Ill. (51%). Roger Moyer owns drive-in theatre and 39% of WTAY. Proposed Miami outlet would cost $31,000 to construct, $48,000 to operate first year, application estimated. Expected revenue was listed at $56,000. Miami now has nine operating am stations.

the week in brief

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15% COMMISSION SYSTEM

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Telecasters must protect their rights in signals and programs if they don't want to lose them, NARTB Tv Vice President Thad Brown warns 92

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Intense competition and low prices combine to make things tough for tv set manufacturers, companies report at RETMA meeting. Dr. W. R. G. Baker elected RETMA president for coming year 100

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New model, in price range with those of RCA and Admiral, to be introduced this week at Chicago Mart 101

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*Reg. U. S. Patent Office

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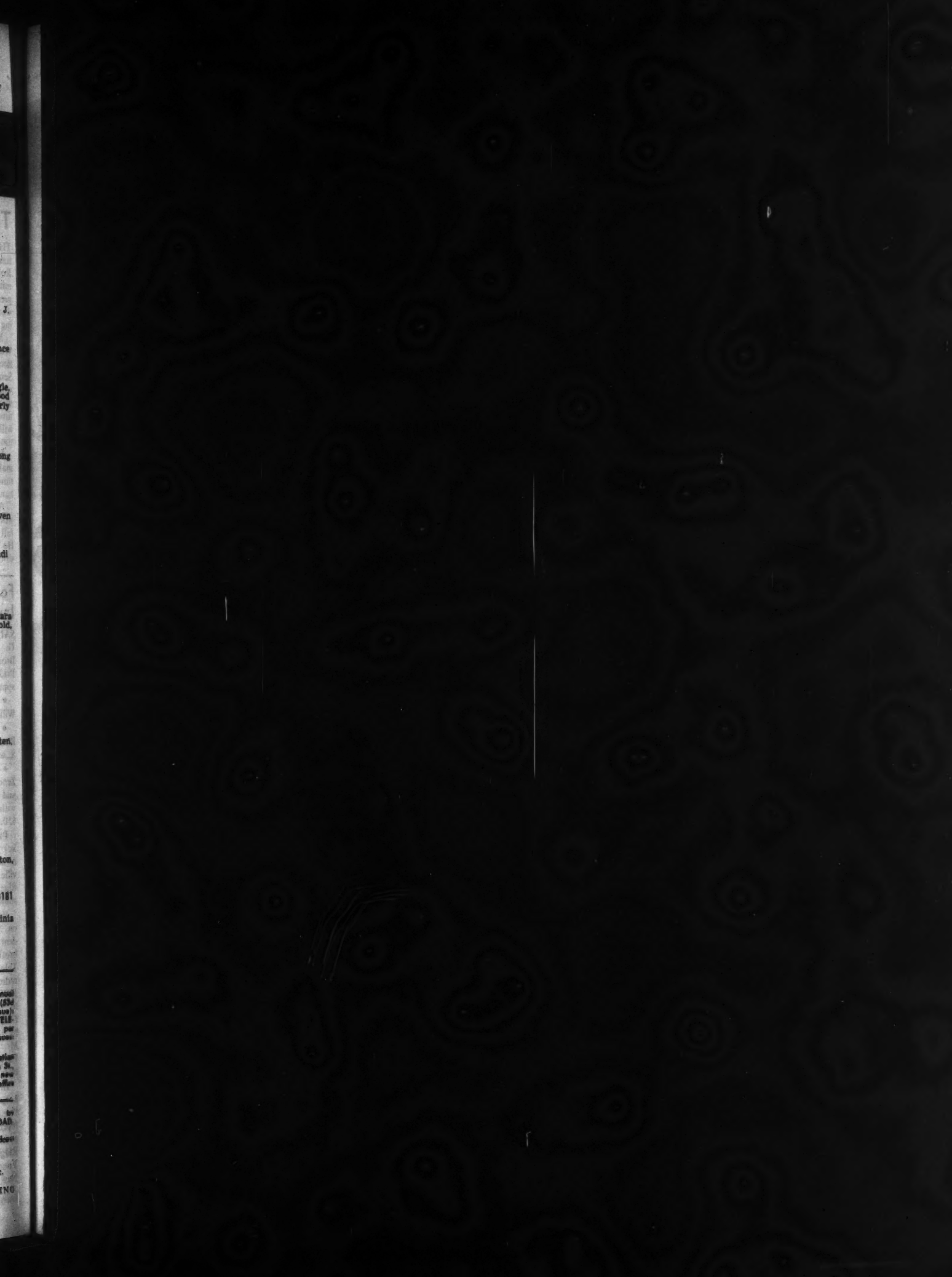
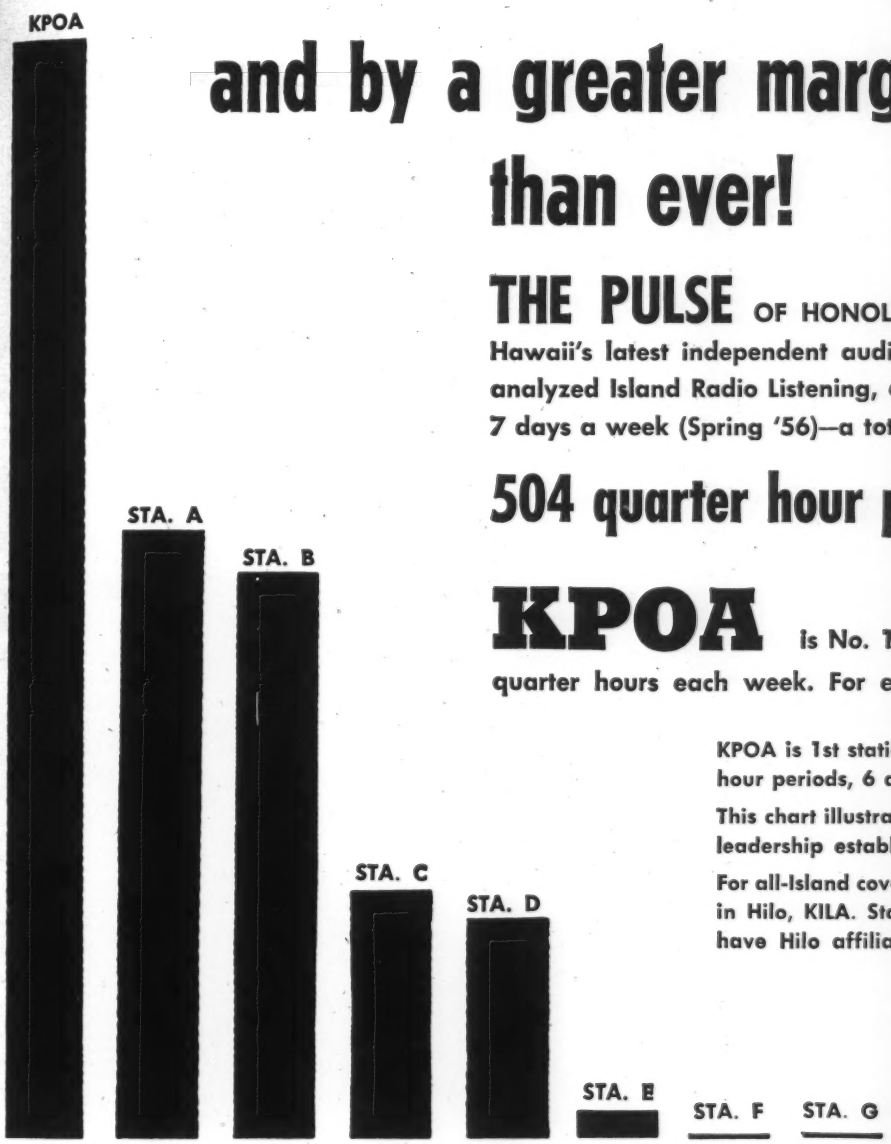


KPOA LEADS AGAIN IN HAWAII



and by a greater margin than ever!

THE PULSE OF HONOLULU — OAHU ISLAND, Hawaii's latest independent audit of listenership, analyzed Island Radio Listening, 6 A.M. to midnight, 7 days a week (Spring '56)—a total of

504 quarter hour periods.

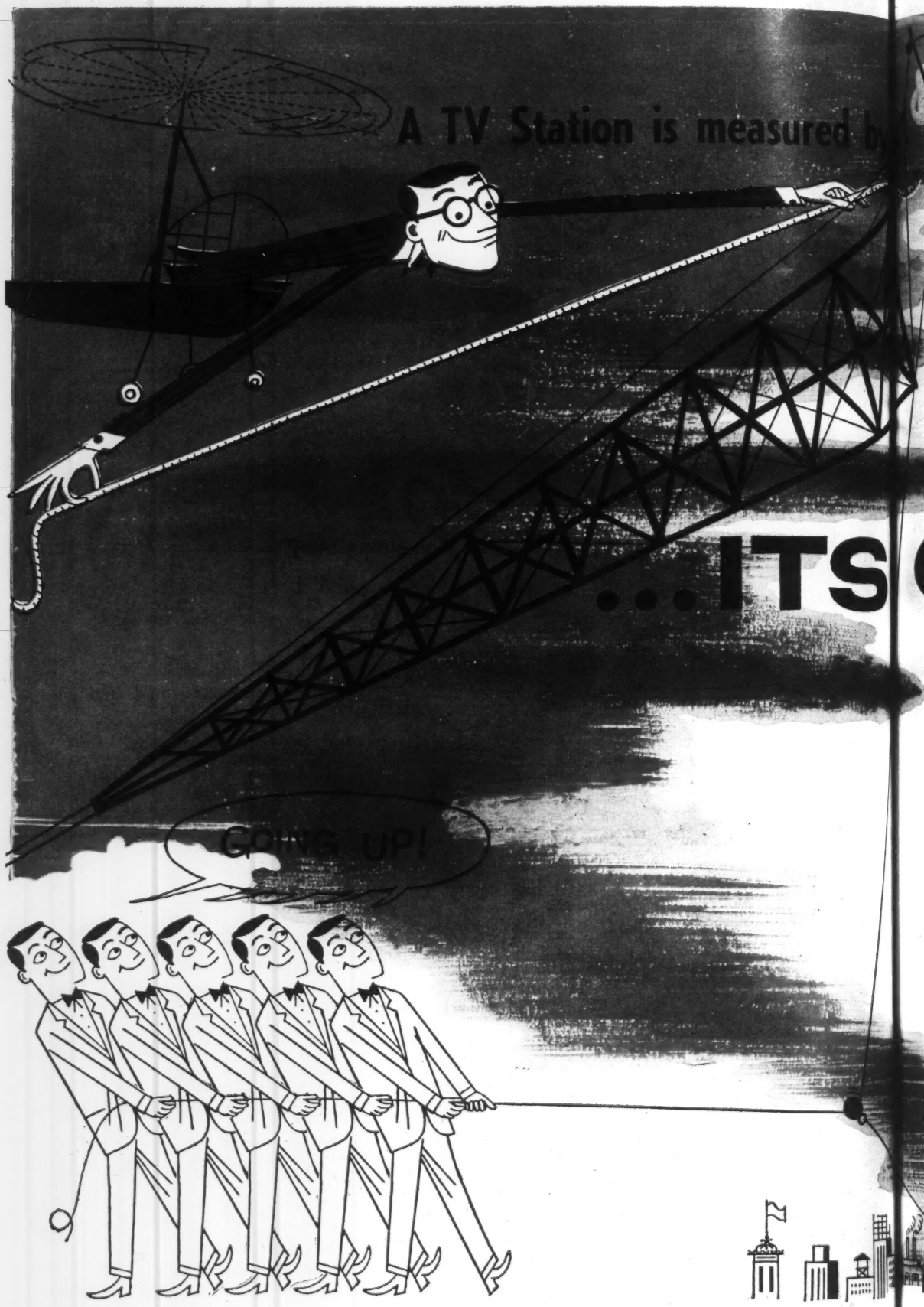
KPOA is No. 1 Station in 202 out of 504 quarter hours each week. For example:

KPOA is 1st station in 15 of 16 quarter hour periods, 6 a.m. to 10 a.m., Mon. thru Fri.

This chart illustrates the exact ratio of listener leadership established by all 8 stations.

For all-Island coverage, KPOA has a sister station in Hilo, KILA. Stations A and B do not have Hilo affiliates.

GEN. MGR. FIN HOLLINGER—A FOUNDERS CORP. STATION—REPRESENTED BY HOLLINGBERY


A TV Station is measured by
... ITS
GOING UP!

TALLEST TV TOWER IN THE SOUTH!

KEEP THIS IN MIND FOR FALL TV TIME BUYING—
TV coverage of the Nashville market will take a giant step forward when WSM-TV completes its new tower, now under construction.

COVERAGE!

Target Date: Sept. 30, 1956

It will be not only the tallest tower in the South, but also *much more* than "just another tall tower"! It's an entirely new kind of tower, using a new style antenna and a new type of steel that's lighter, stronger, more resistant to corrosion. It embodies new principles of creative design built-in by scientists from the Massachusetts Institute of Technology and other top-flight electronic experts. It will give not only unsurpassed long-distance coverage, but will also eliminate the blind spots that cluster around the foot of many other tall towers. One of the technical journals has already characterized it as "the prototype of the tall TV tower of the future". *It will, in other words, do a coverage job that no currently existing tall tower can possibly do.*

And of course you already know that WSM-TV has been telecasting at maximum power longer than any other TV station in this market . . . and has always led the other two TV stations in share-of-audience, no matter whose survey you prefer.

WSM-TV { *Channel 4 Nashville, Tennessee*
NBC-TV Affiliate
Clearly Nashville's #1 TV Station
IRVING WAUGH, Commercial Manager
EDWARD PETRY & CO., National Advertising Representatives

WSM-TV's sister station — Clear Channel 50,000-watt WSM Radio — is the only single medium that covers completely the rich Central South market.

CAPITAL TYPES #30

THE CAMERA BUG

Likes to say, "One picture is worth a thousand words"; has taken thousands of pictures, none of them worth one word. Started with two-dollar box camera, has come a long way since. Only man in the Camera Club who can make photos of the Statue of Liberty look like action shots. Has several interesting close-ups of his own left thumb. Wife against the whole thing.

But nobody's against the results WTOP Radio gets for Washington advertisers—results that are no surprise when you consider these facts: WTOP offers (1) the largest average share of audience (2) the most quarter-hour wins (3) Washington's most popular personalities and (4) ten times the power of any other radio station in the Washington area.

WTOP RADIO

Operated by The Washington Post Broadcast Division • Represented by CBS Radio Spot Sales

IN REVIEW

FLIGHT

ANOTHER tv milestone seems to have been passed during the hour of 10-11 last Monday night. We predict that this year's *Studio One Summer Theatre* will be unlike any other "summer replacement." Certainly, from all indications, it would appear that Producer Bob Herridge and Director Francis Moriarty (the team that gave us the highly-successful experimental *Camera Three* on CBS-TV this past season) intend to rid tv of that ridiculous notion that all summertime viewing be restricted to inane and milksop entertainment.

In presenting John Steinbeck's "Flight," the tender and moving story of Pepe Torres, the Mexican peasant boy who wanted to be a man so badly he killed and was killed in return for the "privilege," Messrs. Moriarty and Herridge let in some cool and refreshing summer air, so to speak.

Here was experimental television on a commercial level; tragedy set to the sweet, transcontinental music provided by AT&T; poetry, as it were, stylized through the big camera eye, supplemented by magnificent acting, beautiful dancing and profound narration.

Though we are full of admiration for the principal players, notably, Gerald Sarracini, Vivian Nathan, Mario Alcalde and the John Butler ballet troupe, particular credit must be paid the people at Westinghouse, McCann-Erickson and CBS-TV, who had the nerve and foresight to hand *Summer Theatre* over to the talented team of Messrs. Moriarty and Herridge.

Production Costs: Approximately $30,000.

Sponsored by Westinghouse Electric Co. through McCann-Erickson Inc., N. Y., on CBS-TV, Mon., 10-11 p.m. EDT.

"Flight" by John Steinbeck, adapted for tv by Robert Herridge; producer: Mr. Herridge; director: Francis Moriarty; narrator: Ted Pehrson; cast: Gerald Sarracini, Vivian Nathan, Mario Alcalde, Miriam Colon, Jose Perez, Maria Reid, Robert Carricart, Carmen DeLavallade and the John Butler dancers.

THE SWING

LEONARD KASTLE's one-act opera, "The Swing," provided a diverting 15 minutes on *Home* last Monday. The story of a nervous bride whose wedding day qualms are soothed by her father, as sung by Edith Gordon and Norman Atkins, fell sweetly enough on the ear. But the work, charming in its unpretentiousness, was dramatically weak and therefore not a total success as opera. It was successful, however, as an experiment. It showed that the quarter-hour opera could contribute a lot to television's program potential. Mr. Kastle and *Home* have pioneered a form that makes good sense for the medium.

Telecast June 11 on Home *(NBC-TV Monday-Friday, 11 a.m.-noon EST, participating sponsorship).*

Producer of Home: *Ted Rogers; director: Garth Dietrick.*

HOLIDAY

"IT'S VERY POIGNANT," was the way Keith Andes, interviewed on NBC Radio's *Monitor* on the morning of June 9, summed up the play "Holiday," in which he was to play the male lead on NBC-TV's *Max Liebman Presents* that evening.

And poignant it would have been if tv had dramatically presented the story that began with a young school teacher dipping into her inheritance for a gay summer in Europe and ended with her spending it all to send the man she loved back to his career, his wife and his family. But it was not done that way. "Holiday" was a musical colorcast and the songs and dances and costumes and sets were made to be more important in the television production than the plot.

As an operetta, "Holiday" was completely successful. Its chorus numbers were gay and zestful, particularly the ship deck scene during games-and-exercise time and the Parisian guide-and-sightseers sequence. Its love songs were sweetly sentimental. Its comedy was gently satirical, evoking a score of chuckles but never a belly laugh. Most memorable to this viewer was the song "Qu'est Ce Que C'Est" as performed in three Paris night clubs —first, a production number with a Chevalier-like singer and female chorus; then, a female scat singer (wonderfully done by Tammy Grimes) and a male chorus, and, finally, a seductive chanteuse with a chorus of sobbing violins.

NBC could do a lot worse than add "Holiday" to the list of Broadway productions it is underwriting. It's the best successor yet to "Sweethearts" and "The Student Prince."

Production costs: Approximately $150,000.

Sponsored by Oldsmobile Div. of General Motors through D. P. Brother on NBC-TV, Sat., 9-10:30 p.m.

Producer-director: Max Liebman; associate producer-director: Bill Hobin; music: Clay Warnick & Mel Pahl; staged by: Charles Dubin; choreography: Rod Alexander; costumes: Paul Du Pont; scenic design: Frederick Fox; music director: Charles Sanford; orchestral arrangements: Irwin Kostal; choral arrangement: Clay Warnick & Mel Pahl; choral director: Clay Warnick.

Cast: Fred Eisley, Doretta Morrow, Keith Andes, George Irving, Tammy Grimes, Jacques D'Amboise, Kitty Carlisle, Bambi Linn and Rod Alexander.

20 YEARS OF PROGRESS WITH AMERICA

HOW FAR labor has come since the days when the goal was "the full dinner pail" was never better demonstrated than in the tv program put on by the UAW to celebrate its 20th birthday. What UAW President Walter Reuther and the other speakers emphasized as the union's major achievement was not better wages and hours but the transformation of the factory worker from a faceless number on a time card to a human being, with security and dignity, both on the job and afterward when he retires with the pension his union has won for him.

Human dignity was also the theme of the sketches, dealing with an older worker to whom the union meant chiefly that he was now called union brother instead of dumb Polack and with a younger worker who lost his job because of his sentimental refusal to work at the machine at which his father, years before, had lost his hands (the UAW fought it through and won his job back, of course).

If the program played up UAW achievements with more pride than objectivity—well, what does one expect at a birthday party?

Production Costs: Approximately $10,000.

Sponsored by U. A. W. through Henry J. Kaufman & Assoc., Washington on NBC-TV Sun., June 10, 3:30-4 p.m.

Producer: Sherman Dryer; director: Marin Hoade; script Sherman Dryer and Lewis Carliner.

HERE'S WHY

United Press News Produces!

1000 Watts KAYT 970 K. C. RUPERT, IDAHO

250 Watts KWEI 1240 K. C. WEISER, IDAHO

INLAND BROADCAST COMPANY
RUPERT, IDAHO

May 1, 1956

Mr. H. G. Curtis
United Press Associations
P. O. Box 413
Boise, Idaho

Dear Hugh:

I am writing you to tell you that United Press service has been very satisfactory, and we appreciate the cooperation and help you have given us when we asked for Snake River Valley league basketball scores, and also wish to thank you for the response for additional regional news which we asked for prior to that time. It is a pleasure to work with an association that is interested in giving us news coverage to fit our immediate area.

We have been asked many times why we chose United Press service for our new station at Rupert, KAYT, especially when our competitive radio stations all had United Press. We find that the fact that our competitive stations have chosen United Press is all the more reason why we also should have United Press, and then to work towards surpassing our competition in their news service by utilizing the best news service to a better advantage. There are so many ways in which to dress up and individualize your newscasts off of the wire service to make yours different from your competitor. I can see no reason for trying to avoid having the same news service.

In 1952 when I took over KWEI in Weiser, we cancelled the news service in operation at the station at the time, and took United Press in preference -- namely because of its regional coverage and service. National news is not as important to use as regional news. I might say another reason why we chose United Press is because we feel it is a news service designed especially for radio stations, and we feel that United Press is a radio news service and we are more interested in being different from our newspapers in our news service than we are in being different from our nearby radio neighbors.

When you are down around Rupert, be sure to stop in and see our new station.

Sincerely,

INLAND BROADCAST COMPANY

Mervin

Mervin V. Ling
President

MVL/mf

United Press

Albert McLaughlin
KPTV

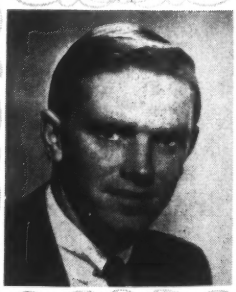
Percy Hearle
WAGA-Radio-TV

Lola Montez
WBRC-Radio-TV

COMMUNITY PROJECTS

An integrated public service year-round activity based on specific community needs judged to be most important by the consensus of a carefully-selected cross section of local citizens

Elizabeth Wagner
WSPD-Radio-TV



Frank Stevens
WWVA

Don Butler
WGBS-Radio-TV

George Cushing
WJBK-Radio-TV

Maggi Wulff
WJW-Radio-TV

The Storer Broadcasting Company has appointed a full-time Community Projects Director at each Storer market whose duty will be to coordinate and direct those projects deemed most important to the life of the community. The plan is intended to assure proper perspective and balance in the handling of community problems and to give each project the benefit of the most enlightened use of both radio and television. The joint radio-television campaign in behalf of each project is then created with the same care given commercial accounts.

STORER BROADCASTING COMPANY

WSPD-TV	WJW-TV	WJBK-TV	WAGA-TV	WBRC-TV	KPTV	WGBS-TV
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WSPD	WJW	WJBK	WAGA	WBRC	WWVA	WGBS
Toledo, Ohio	Cleveland, Ohio	Detroit, Mich.	Atlanta, Ga.	Birmingham, Ala.	Wheeling, W. Va.	Miami, Fla.

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BOB WOOD—national sales manager
} 118 East 57th Street, New York 22 • Murray Hill 8-8630

LEW JOHNSON—midwest sales manager • 230 North Michigan Avenue, Chicago 1 • Franklin 2-6498

GAYLE GRUBB—vice-president and Pacific coast sales manager • 111 Sutter Street, San Francisco • Sutter 1-8689

CASE HISTORY — BUILDING MATERIALS

Doubles Sales!

Doubling sales volume in 3 years is a king-sized achievement for an established product—even in mushrooming Southern California.

Sakrete readymix concrete products did it, using just one basic piece of consumer advertising; a daily noontime newscast on KBIG.

"KBIG has been the motive power of our steady rise to the best year in our history in 1955" says John O'Connor, general manager of Associated Products Corporation, Puente, California. "During the period of our relationship, Sakrete business has doubled, and this year to date is substantially ahead of even peak 1955. We are being forced to double our bagging capacity to meet increasing demand."

Sakrete dealerships have climbed in all eight Southern California counties served by KBIG. "Southern California is big, thinks big, acts big" writes Ray Prochnow of Glenn Advertising Agency. "KBIG, covering all Southern California at the lowest cost-per-thousand listeners, is just what we need to do a BIG job for this client . . . which is why we're giving you the overwhelming bulk of our budget in 1956 as we did in '55 and '54."

KBIG can cement your relationships with Southern California's 7 million, too.

JOHN POOLE BROADCASTING CO.
6540 Sunset Blvd., Los Angeles 28, California
Telephone: HOllywood 3-3205
Nat. Rep. WEED and Company

OPEN MIKE

Jingle Hit Parade

EDITOR:

No one has recently asked the question in OPEN MIKE, "Do listeners like commercials?" Ours do! Here's *how* we are finding out.

For this month, Monday through Friday, 11:05 to 11:30 a.m., we are scheduling *The Singing Jingle Hit Parade*. Sure, it's commercial—we play the current listing of the singing jingles of current KTFS advertisers. To hypo the listeners' interest, we carry on a "running table" of jingle popularity. Yes, "fun" is what it winds up being; truly so!

Votes from listeners for their favorite are accepted only on our control room phone. Votes are allowed for a jingle during a single program, only *after* the jingle is aired, and until the end of the program. I personally answered 97 phone call votes on this one line, from 11:13 a.m. (the time the "poll opened") to 11:29 a.m. Pretty darned good, I'd say . . . responsiveness at its best. Unless something goes awry . . . it's likely this program will continue beyond the month of June. No prizes are awarded, "there is just the satisfaction of having voted for one's favorite jingle."

Les Eugene, Natl. Sales & Program Mgr., KTFS Texarkana, Tex.-Ark.

Necrological Etiquette

EDITOR:

. . . We have gone about making of regulations setting limits to the broadcasting by our member-stations on the occasion of death of Emperor or premier. But as you know, it is regrettable that our only five-year old association has no precedent for reference on this point.

We think, there may be some information able to be taken as precedents in your country on the occasion of the death of the late President Roosevelt which you might be able to provide, such as: (1) sorts or quality of programs permissible or impermissible for broadcasting; (2) date or period of time for broadcasting permissible programs; (3) way of dealing with the relations on the sponsorship between sponsors and stations on that occasion; (4) other related matter.

We would appreciate any information concerning the above items very much . . .

Saburo Sakai, Secretary General
National Assn. of Broadcasters in Japan

[EDITOR'S NOTE: How U. S. broadcasters observed the death of President Roosevelt was reported in B•T, April 16 and 23, 1945. BBC's treatment of the death of King George VI was covered in B•T, Feb. 11, 1952. Copies have been sent to Mr. Sakai.]

Operation Cake

EDITOR:

Thanks for the wonderful story and picture on "Operation Cake" on the Ed Sullivan eighth anniversary show. Everybody at Kenyon & Eckhardt was delighted with the nice news break, but credit was given me when it should not have been. The idea came from the brain of Lou Tripodi of Hal Davis' promotion department. I was only one of the many minions who worked on the idea.

Wauhillau La Hay, Promotion Dept.
Kenyon & Eckhardt, New York

Don't Pay to Play, DJ

EDITOR:

I have been watching, with great interest, the discussion going on in OPEN MIKE concerning the question of whether radio stations should have to pay for records from the manufacturers.

I agree with Mr. Mullen [June 4] and Mr. Shefrin [May 7], and I don't think that I am the only DJ that feels the same way. I personally think the companies are in the wrong, and when I first started writing this letter I was all set to say "Let's organize," but after thinking it over I don't think that I could find time to consolidate the people who feel an end can be put to the practice by unified action.

Perhaps there is someone who would like to start the organization; until that time I think about the only other action that can be taken is not to plug the records of those companies that do charge for playing their discs.

Jack M. Redding
KOBE Las Cruces, N. M.

Deflation of 'Code 3'

EDITOR:

We were real pleased to find out why our *Code 3* show was sold in some Southern markets [B•T, June 11]. However, we were real unhappy to see the show called *Code 2*.

Lee Francis
ABC Film Syndication Inc.
New York

[EDITOR'S NOTE—Picture and caption with wrong title on page 52 of last issue were supplied by station.]

Textbook Must

EDITOR:

". . . I require all our majors to subscribe to BROADCASTING • TELECASTING when they take my required courses, and I find it an invaluable teaching aid. The department's copy is also well worn at the end of the week, since it is read by members of the department who do not have individual copies. It is also read by non-majors who are taking introductory courses in radio and television. . . ."

Prof. Wesley H. Wallace
U. of North Carolina

Data Have; Data Has

EDITOR:

I have long been an admirer of the excellent English used in your news and editorial columns. But a solecism appears on page 27 of your April 30 issue in your story entitled "Bricker Lowers the Boom."

In one sentence you say, "The Commission has . . . used these data," which is correct. In the very next sentence you say, "Data has never been released . . ." Shouldn't it be "Data *have* never been released"?

Ralph S. Silver, Jr., National Sales Mgr.
WLEC Sandusky, Ohio

[EDITOR'S NOTE: The grammar books rule that data, as a plural noun (singular: datum), takes a plural verb. Common usage makes data singular. B•T, looking both ways at once, fell into a double error and lost its consistency.]

All-Uhf Markets

EDITOR:

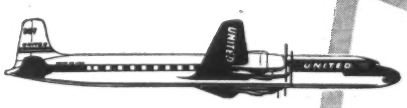
Congratulations on a well written story on uhf. I enjoyed reading both sections of it and feel that you covered the story very thoroughly. I hoped that you will not stop here, but will continue to study the situation in other parts of the country and do your best to turn up new facts and figures which will show how well uhf is doing.

David M. Baltimore, Gen. Mgr.
WBRE-TV Wilkes-Barre, Pa.

EDITOR:

I have read with great interest your report regarding the all-u markets . . . Congratulations on your good work.

Frank B. Palmer, Gen. Mgr.
WSEE (TV) Erie, Pa.



Top billing coast-to-coast... Fly United Air Lines deluxe DC-7 nonstop Mainliners!

And how's this for a setting: delicious food from United's own flight kitchens, buffet snacks, a choice of cocktails, the rear lounge. It's "red carpet" luxury all the way! Try it soon . . .

4 deluxe nonstops daily each way between New York and both Los Angeles and San Francisco . . . Also DC-7 nonstop service from Chicago to Los Angeles, San Francisco and New York.

local times quoted

UNITED AIR LINES

ONE WILL DO!

You bag the biggest game in Columbus and Central Ohio with just one station . . . WBNS Radio. No need to scatter your shots, WBNS delivers the most (and the best) listeners . . . twice as many as the next biggest station. With 28 top Pulse-rated shows, WBNS puts *push* behind your sales program. To sell Central Ohio . . . you've got to buy WBNS Radio.

CBS FOR CENTRAL OHIO

Ask John Blair

The number one Pulse station covering 1,573,820 people with 2 Billion Dollars to spend.

WBNS radio
COLUMBUS, OHIO

MILDRED WRENN

on all accounts

ONE of the Bay Area's strongest supporters of the advantages of radio and tv advertising is Mildred Wrenn, media director and timebuyer for Richard N. Meltzer Adv., San Francisco.

"There's nothing quite so immediately effective and economical for a food, service or retail account as a well-placed radio or television campaign," Miss Wrenn says. She should know. Miss Wrenn prefaced her current agency experience by several years of work in virtually all phases of radio and tv station operation.

At Meltzer, Miss Wrenn presently buys localized radio newscasts on a national basis for American Building Maintenance Co. and radio spots in 11 western states for Harrah's Clubs at both Reno and Lake Tahoe, Trewax Co. (home and auto wax), Brooks cameras, Gray Lines (tours and charter buses) and Avis-U-Drive (auto rental).

"I'm so sold on radio," Miss Wrenn recalls, "I once actually tried working as time salesman for a Sacramento station, but the San Francisco city lights and my many friends were just too far away."

A vibrant redhead and full of energy, Miss Wrenn is a native of Phoenix. She took her journalism major at the U. of Arizona.

Miss Wrenn began her professional advertising career in San Francisco shortly after VJ Day at Pacific Coast Adv. But she soon returned to Phoenix as "girl Friday" at KOOL there, helping the engineers, setting up traffic and billing systems, selling advertising, writing commercials and helping in programming. Next she joined KLAS Las Vegas as a copywriter and assistant program director.

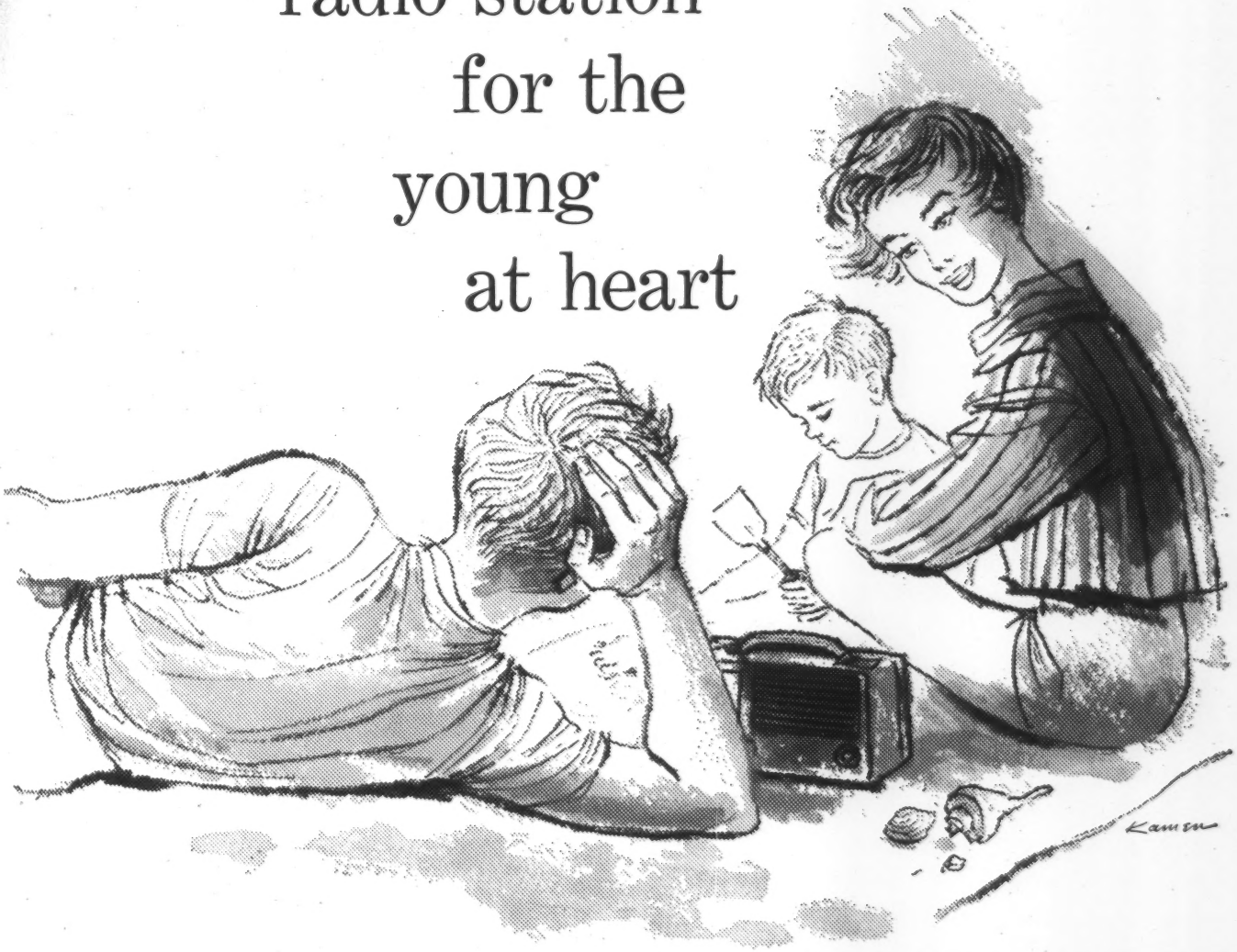
Moving to the Pacific Northwest, Miss Wrenn took a brief whirl in Seattle as Red Cross publicity director and as copywriter for Hiddleston, Evans & Merril Adv. and Rhodes Bros. Dept. Store. In 1950 she was lured back to San Francisco by a two-week assignment at KPIX (TV). She stayed eight months.

After KPIX, Miss Wrenn joined Russell, Harris & Wood (now Brooke, Smith, French & Dorrance), San Francisco, as media director. She remained with this agency three years and then transferred to Botsford, Constantine & Gardner there in the same capacity.

She joined the Meltzer agency as media director in November 1955.

After having lived in San Francisco for the major part of the past 16 years, Miss Wrenn considers herself a native by adoption. She lives in the Marina where she can watch the ships come and go. One of her favorite pastimes is to browse around the North Beach sector or the Chinatown alleys. Her hobbies include golf and horseback riding.

the radio station for the young at heart



KLAVAN & FINCH • JERRY MARSHALL • HAL MOORE • BILL HARRINGTON • WILLIAM B. WILLIAMS • ROY ROSS • DICK SHEPARD • LONNY STARR
ART FORD • JACK LAZARE • BOB HOWARD • HENRY WALDEN • JOHN DALE

WNEW

Enjoyable music . . . *complete* news and weather . . . 24 hours a day

1130 on your radio dial

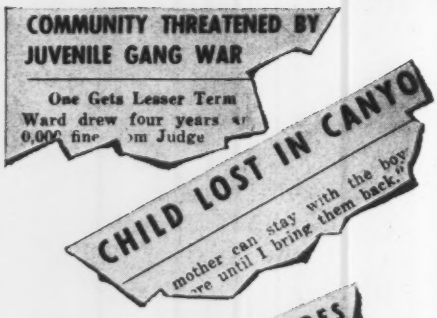
One of a series of advertisements appearing in the NEW YORK DAILY NEWS *and the* JOURNAL-AMERICAN *. . . to attract more and more listeners to the most popular radio station in the world's greatest market.*

Represented by SIMMONS ASSOCIATES, INCORPORATED.

a new concept in TV realism

...gets into the heart as well as the home

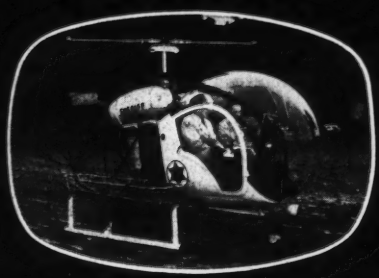
CODE 3



Gripping dramas based on real-life police cases which made front page news — taken from the files of the world-famous Sheriff of Los Angeles County, Eugene W. Biscailuz, creator of many *firsts* in law enforcement.

- 1,500 man organized reserve
- Volunteer mounted posse
- Aero squadron
- Police radio cars
- Honor system prison farms
- Youth rehabilitation centers

Phone, write, wire **ABC Film Syndication, Inc.**



Sold! Sold! Sold! Prior to release

Liebmann Breweries, Inc.

Signal Oil

National Biscuit

Many choice markets still available

CODE 3 top-priority emergency code — signal for flashing lights and screaming sirens — races members of the Sheriff's Department into action!

CODE 3 — bringing the headlines to life with stirring realism — reaching into the pocket book via the heart!

A top commercial vehicle for any product or service!

hottest new show in years

Executive producer: Hal Roach Jr.

Producer: Ben Fox

10 East 44th Street, New York City • OXford 7-5880

big and able to buy!

IN **FOOD SALES**

THE TAMPA-ST. PETERSBURG METROPOLITAN MARKET

RANKS **2nd** IN FLORIDA

AND **40th** IN AMERICA!

Talk about growth! In the ten year period, 1945-1955, food sales zoomed 166% and total retail sales climbed 91% in the rocketing TAMPA—ST. PETERSBURG metropolitan market!

Talk about coverage! WFLA-Radio blankets this big, able-to-buy metropolitan market . . . PLUS a busy, growing 11-county industrial-agricultural area where weekly payrolls produce high, steady buying power right around the calendar!

Talk about audience! For the past three years, Florida has led the nation in percentage of increased traffic volume—and a big share of it travels the highways in the WFLA sales area. Add more than a quarter of a million radio homes—*and you have a double-barreled potential for sales!*

To reach *more radios more often* in Florida's SECOND MARKET — spot your product on WFLA!

(Figures from Consumer Markets)

The Tampa Tribune Stations

wfla AM • FM RADIO NBC

TAMPA-ST. PETERSBURG NBC AFFILIATE

National Representatives — JOHN BLAIR & CO.
Southeastern Representative
HARRY E. CUMMINGS, Jacksonville, Florida

our respects

to JOHN COLLEY COHAN

SUCCESS is at the end of a long road of service and salesmanship. In a way, it is like the distant convergence of the rails in a train track. Once you get there, the goal has moved ahead of you to offer still another challenge.

Ask John Cohan, president, general manager and major stockholder of KSBW-AM-TV Salinas-Monterey, Calif., and he will tell you the experience is common to everyone, "especially those who come up the hard way." He has won the goal many times but never rested.

Perhaps that is why his friends think of him as the proverbial human dynamo. Mr. Cohan thrives on a 14-hour day and seven-day week. He burns up a lot of time traveling on station business or as a director of Radio Advertising Bureau and chairman of its membership committee. He burns up more hours as a national vice chairman for the American Red Cross or in connection with other public service activities. He makes a minute count.

This may be why some find it hard to keep up with a boss who sets such a pace. But the results are evident in the business success and public service record of the stations. His coworkers share in the more tangible rewards, too, through the KSBW profit-sharing plan.

Mr. Cohan is expanding his broadcast interests. He and Jerome Kantro, Salinas lettuce shipper, are partners in the purchase of KVEC-AM-TV San Luis Obispo, Calif., for $450,000 from Christina M. Jacobson and Les Hacker, approved by FCC Thursday. In partnership with John Mowbray, salesman in the San Francisco office of George P. Hollingbery Co., Mr. Cohan is applicant for a new radio station at Ridgecrest, Calif., on 1400 kc with 250 w fulltime.

Mr. Cohan displays strong faith in the vitality and future of radio. "You can't beat radio for music and news," he says. "Television is the magazine of the air," he adds. "It's tops for drama and sports."

John Colley Cohan was born in Palestine, Tex., on Feb. 8, 1912. His father was a Baptist minister. When he was but 12, young Mr. Cohan got his first taste of the advertising world as a printer's devil in the "back shop" of the *Palestine Daily Press,* then newly founded by oilman-publisher C. C. Woodson. He worked for the paper through high school, even writing society items in addition to selling ads and subscriptions.

"The biggest lesson I learned was if you make the calls you make the sales," Mr. Cohan recalls.

Mr. Cohan received his B.A. from Baylor U. in 1932, working part time to help pay the way. He had started college in journalism, switched to pre-medical on urging of family and friends and ended up with a chemistry major. But in his second year he became advertising manager of the college's daily newspaper, a project obliged to pay its own way or come out of the editor's pocket. He also found time for drama, not the least among his interests.

After college he returned to his first love, advertising. He joined Houston stations KXYZ and KPRC in sales and programming for two years and then taught school for two more years at Elkhart, Tex. In his latter work he produced numerous school shows, including the 1937 East Texas Centennial which had a cast of 1,700. After this event, "I went to Hollywood as God's gift to the radio and movie business but they didn't see it that way and I almost starved to death," he remembers.

He obtained production and promotion work at KEHE Los Angeles (now KABC) and in 1938 transferred to Smith & Bull Adv. there, a veteran agency in the radio field. In addition to account executive, he soon became writer and producer of low-budget radio shows using such currently high-budget Hollywood talent as Nat "King" Cole, Freddie Martin, Hoagy Carmichael, Perry Como, Phil Silvers, Roy Rogers, Gene Krupa, Russ Morgan and many others.

In 1943, after a brief writing assignment at J. Walter Thompson Co. in Los Angeles for RCA Victor's program on the Blue Network, Mr. Cohan returned to Texas as sales manager of KNET Palestine. The next year he went back to Hollywood as radio director of Hillman-Shane Adv. and in 1947 became sales manager of KNGS Hanford, Calif. During his Hollywood sojourn he also freelanced as a movie ghost writer and managed a state political campaign.

Mr. Cohan in 1951 bought into KSBW, becoming a major stockholder with W. M. Oates, who was one of the station's founders. Two years later Salinas Broadcasting Corp. was expanded to include other local people and to put KSBW-TV on the air, first as share-time and then full-time after absorbing KMBY-TV Monterey.

Interested in building the agricultural strength of his market, Mr. Cohan in 1952 founded John Cohan Adv., devoted to promoting the progress and stability of the growers and shippers of perishable lettuce, carrots and melons around Salinas. Their nationally advertised trademark is C 7 and 98 growers and shippers now participate, shipping over $75 million in produce annually. They use radio and tv exclusively.

Mr. Cohan married Helen Henry of San Francisco in 1947. They have one boy, Christopher, 6. A past director of the Salinas Chamber of Commerce, Mr. Cohan is a founder and member of the executive committee of Monterey County Industrial Development Inc.

more dolleys listen to **WRIT**

than any other Milwaukee station

. . . and this young lady is really a Dolley . . . Sara Dolley,
a dyed-to-the-skin **WRIT** fan . . . Young, buying Milwaukee housewives
like Sara Dolley have in just one year brought **WRIT** close
to first in all three: Hooper, Pulse and Trendex.
Like all the dolleys in Milwaukee, keep your eye on **WRIT.**

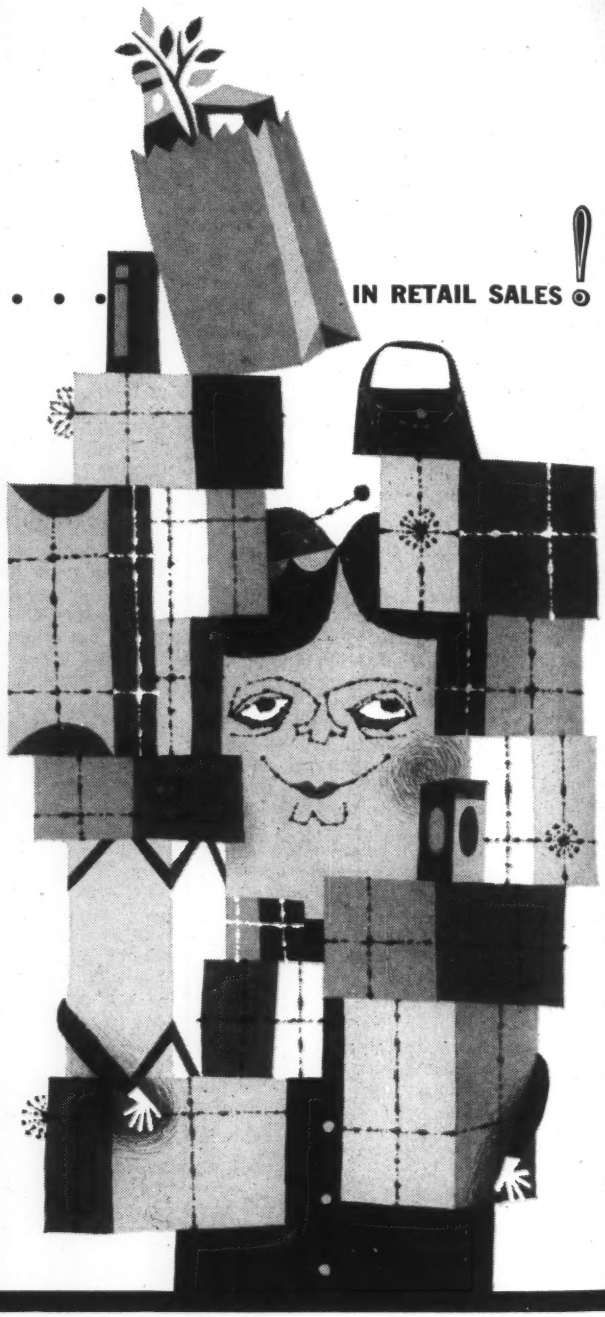
KLIF . . . DALLAS
KELP . . . EL PASO
KILT-TV . . . EL PASO*
KNOE . . . MONROE
KNOE-TV . . . MONROE
WRIT . . . MILWAUKEE
KTSA . . . SAN ANTONIO
WTAM . . . GREATER ATLANTA
WNOE . . . NEW ORLEANS
*In operation soon

NOEMAC STATIONS
NEWS MUSIC

AMERICA'S LARGEST GROUP OF INDEPENDENT RADIO STATIONS

CAPITAL BOOM . . .

. . . IN RETAIL SALES !



The way they spend money in Washington these days is a sight to behold. Washingtonians are buying *and retailers are selling* at a rate unmatched in the Capital's history.

In the last five years, metropolitan Washington's annual retail sales have increased by more than half a *billion* dollars . . . an *increase* bigger than the *total* retail sales of Richmond, Salt Lake City or Charlotte today. *Last year alone, Washington retailers' sales were $177 million greater than for the previous year!*

Advertisers are wide awake to Washington's buying boom and equally alert in the selection of media that sell best . . . WRC and WRC-TV, Washington's *leadership* stations. In five years, local and spot advertisers have increased their total billings *55%* on WRC and *tripled* their billings on WRC-TV. The trend continues. This year, advertisers have increased their first-quarter investment on both WRC and WRC-TV substantially over last year!

To bag the biggest sales in the great and growing Washington market, more and more advertisers are going with the biggest guns in Washington's selling boom . . .

WRC AND WRC-TV . . . SOLD BY NBC SPOT SALES

NBC LEADERSHIP STATIONS IN WASHINGTON, D. C.

BROADCASTING TELECASTING

June 18, 1956 Vol. 50, No. 25

NETWORKS UNITE TO PROTEST GOVERNMENT CONTROL THREAT

- **Stanton, Sarnoff, Kintner take fight to Senate committee**
- **They argue for retention of option time and must-buys**
- **Regulation could destroy networks, kill main tv service**

THE THREE television networks last week brought up their biggest guns in their defense against proposals to put networks under government regulation.

Presidents of all three appeared before the Senate Interstate & Foreign Commerce Committee to argue for a continuation of the present system of networking and against threats of government control.

The essence of their arguments:

- The present system works to the advantage of the public, the advertiser and the television stations.
- It is a wholly legal system containing no elements of monopoly or restraint of trade.
- But it could be expanded, and more competition created, if the artificial restraints of the present tv station allocations were corrected.
- To impose regulation on the networks or to deprive them of such basic practices as option time and must-buys would be to gravely endanger their future and that of the whole television business.

The testimony of two networks chiefs, Frank Stanton, CBS president, and Robert W. Sarnoff, NBC president, was in the main a summary of lengthy statements which had been submitted earlier to the committee [B•T, June 11 and May 28, respectively]. Both explained, in detail, the functions and characteristics of network television, giving the committee a basic lesson in the intricacies of networking as a preliminary to pleas to be let alone.

The third president, Robert E. Kintner of ABC, joined in the vigorous defense of present network practices, but he placed special emphasis on the need for an FCC re-allocation to provide at least three, and desirably more, comparable facilities in major markets.

The appearance of the network presidents last week was their first in their defense since anti-network charges began piling up in the committee a year and a half ago. Here are the major accusations and proposals for change against which the networks were defending themselves:

• **The Plotkin report,** prepared by Harry M. Plotkin, Democratic counsel to the Senate Commerce Committee's tv investigation. This report, urging radical restrictions on networks and a reduction in multiple station ownership limits, was released by Chairman Warren G. Magnuson (D-Wash.) early last year [B•T, Feb. 7, 1955].

• **The Jones report,** prepared by former FCC Comr. Robert F. Jones who was majority counsel to the Senate Commerce Committee's tv investigation under the committee chairmanship of Sen. John W. Bricker (R-Ohio) in the 83d Congress. Sen. Bricker released the Jones report, which is considered a strong argument for network regulation, two weeks after the Plotkin report was issued [B•T, Feb. 21, 1955].

• **The Bricker bill,** authored by Sen. Bricker, introduced in the 83d Congress, reintroduced this year. It would give the FCC power to regulate networks.

• **The Moore testimony,** delivered last spring by Richard A. Moore, president of the successful independent, KTTV (TV) Los Angeles. Mr. Moore argued to the Senate committee that option time, must-buys and other network practices were strangling competition from independent program producers. He and his attorneys contended these network practices were violations of the antitrust laws [B•T, April 2].

MR. STANTON MR. SARNOFF MR. KINTNER

Mr. Stanton appeared last Tuesday and Wednesday, Mr. Sarnoff Thursday and Mr. Kintner Friday.

Their appearance brought out heavy attendance of members of the Senate committee, the most to sit at any recent broadcasting hearing. Present at various times during the sessions through Thursday were: Sens. Magnuson, Bricker, John O. Pastore (D-R.I.), Charles E. Potter (R-Mich.), Sam J. Ervin Jr. (D-N.C.), James H. Duff (R-Pa.), John M. Butler (R-Md.), William A. Purtell (R-Conn.), Frederick G. Payne (R-Me.) and A. S. (Mike) Monroney (D-Okla.), Sen. Everett M. Dirksen (R-Ill.), not a committee member, was present during part of Dr. Stanton's testimony.

Dr. Stanton asked the committee to consider his oral statement in conjunction with four documents which CBS submitted to the Senators; a supplemental memorandum of 143 pages plus 66 pages of appendix describing network practices and answering all major charges made against networks [presented in an extensive summary in B•T, June 11]; a legal memorandum concluding that CBS-TV activities are not violating antitrust laws; a defense against Sen. Bricker's report alleging a network monopoly, and an answer to the statement of Richard A. Moore, KTTV (TV) Los Angeles president, who testified against option time, must-buy and other network practices last spring.

Dr. Stanton's oral testimony was a summary of all the documents. In it he outlined the functions and services of networks and insisted on their essentiality.

"To curtail or destroy the network's unique quality of instantaneous national interconnection," he said, "would be a colossal backward step.

"It would be to make the United States much more like Europe than America. In fact, it would be a step in the direction of the Balkanization, the fragmentation, of the United States."

Dr. Stanton listed the "charges and proposals" which have been presented to the committee and answered them one by one:

Revenues and profits: Dr. Stanton said the proposal to regulate networks is "based largely" on the charge that CBS-TV and NBC-TV do the lion's share of television business. Network revenues, he said, were irrelevant to the question, because network expenses are huge and revenues must be also. "We do not apologize," he said, that CBS-TV has been profitable since 1952. He pointed out that CBS-TV's profits in relation to sales were lower than those of all independently owned tv stations as reported by the FCC in 1954.

Monopoly: It doesn't exist in tv, said Dr. Stanton. To the contrary, competition is keen.

Insistence on the use of network-produced programs: CBS-TV does not favor the programs it produces; its policy is "to place the right program—regardless of its source—at the right time."

Networks and small market stations: Contrary to charges, networks do not ignore small market outlets. Dr. Stanton quoted a letter from Frank C. McIntyre, vice president and general manager of KLIX-TV Twin Falls,

STANTON'S DIRECT TESTIMONY

Continued—

Idaho, warmly praising the CBS-TV Extended Market Plan. Mr. McIntyre said that the benefits of EMP were such "that I am convinced we would never have succeeded without it."

Option time: CBS-TV option time is "not a rigidly invoked legal right," said Dr. Stanton. But it does give the network "reasonable assurance of general clearance by stations." In the absence of option time, he said, the network function "sooner or later would be emasculated."

Restriction on stations' choice of program sources: Dr. Stanton replied to two proposals, one by ABC, to prohibit vhf stations in markets having fewer than three vhfs from carrying more than a certain percentage of programs from one network and the other by Mr. Moore to prohibit stations from devoting more than 75% of the 7:30-10:30 p.m. period to network shows. Either of these, Dr. Stanton said, would put the government in the position of forcing licensees to deal with program sources not of their own choosing.

Must-buys: The 52 CBS-TV affiliates which the network regards as its minimum network constitute the "indivisible product that we assemble and sell." It is obviously impossible to operate a network if it can be ordered in small fragments by advertisers.

The Bricker bill: This would give the FCC power to regulate networks. Dr. Stanton quoted his own testimony of two years ago before the Subcommittee on Communications of the Senate Commerce Committee. The same bill was pending then, and his principal objection was that "any regulation of networks is necessarily a regulation of freedom of speech."

Defense Against Bricker

Charges of Sen. Bricker that, through programming and affiliation, the two major tv networks control U. S. tv, and his proposals that the FCC be given power to regulate the networks, that service areas of stations in areas of high density population be reduced to protect neighboring markets, and that antenna locations be limited to restrict market straddling [B•T, April 30] were dealt with by CBS in an 80-page "analysis" prepared for the Senate Commerce Committee.

On regulation of networks, CBS has this to say: "So long as the government can, through its licensing of stations, require those stations to operate in the public interest as that interest is determined by the regulatory agency, the public interest is adequately protected. Regulation going beyond what is necessary to protect the public interest, such as regulation of a network as a supplier of program material, or in its business relations with stations or advertisers, would have to be justified by special circumstances in networking not common to the general run of unregulated activities." There are no such special circumstances, CBS maintains.

Commenting on the Bricker argument that access to network programs is virtually essential to successful tv station operation, CBS points out that "it is the advertiser, by his orders of particular stations, and not the network, who determines on which affiliates the programs will be placed." Instead of restricting the number of stations ordered, CBS-TV by its "sales efforts, its discount structure and its Extended Market Plan" has increased the average daytime lineup of stations for commercial programs from 72 to 83 in the past year, and the average evening lineup from 87 to 121, the network states, noting "it is to the advantage of the network to sell as large a number of its affiliates as possible."

The Bricker chart showing that the CBS and NBC tv networks and 73 of their Zone I affiliates had in 1954 a larger net income than all tv networks and stations is "without meaning," CBS reports. Noting that Zone I, with the heaviest concentration of population, accounted for about 58% of all U. S. tv homes then, and that the 73 stations selected were those carrying 41% or more of the networks' commercial schedules, CBS declares: "The Report engages in arithmetical legerdemain; first, it subtracts only enough of the profitable stations so that the remaining profitable stations can be lumped with those which are not profitable in order to arrive at a total loss. Second the comparison involves apples and pears since it lumps stations and networks together on both sides of the ledger."

The Bricker report analyzed the incomes of neighboring CBS-TV affiliates in Omaha-Lincoln, Neb., Kansas City-St. Joseph, Mo., and Tacoma-Bellingham, Wash., to show that in these areas, where the signal of the major market station overlaps substantially into that of the smaller market, as in all three cases cited, it gets the biggest share of the business.

"The disparity in the amount of CBS Television Network programming carried by the smaller of each pair of stations, and in their resultant revenues and profits, is not due to network practices but rather to advertiser orders which in turn hinge largely on the nature and structure of the markets concerned," CBS states. "It is utterly illogical to condemn networks as monopolies because in television, as in other fields of commerce, revenues flow to larger population units in greater volume than to smaller population units."

Cutting back the coverage of large-city stations by reducing their power and antenna heights would serve only to deprive many viewers of some or all of their present tv program service, CBS argues, and because "the larger the circulation supplied by a single unit the lower the cost-per-thousand to the advertiser," tv as a medium would be "fractionated." The dollars which an advertiser would save because of the lowered rate resulting from the reduced coverage area would not be nearly sufficient to buy enough stations to compensate for the loss of circulation even if it were assumed, contrary to the fact, that the smaller-market stations would reach the population which lost service by virtue of the cut-back. . . . Such a process would inevitably make television a less attractive advertising medium . . . In all likelihood, the consequence would be to divert many national advertising dollars away from the medium altogether, and into other media. This, obviously, would harm all of television—small stations as well as large ones."

The criticism of tv network practices as restricting the freedom of tv stations and advertisers made last March by Mr. Moore, of KTTV (TV) Los Angeles, received a detailed answer in a memorandum prepared for the committee by CBS and submitted as supporting Dr. Stanton's testimony.

Concerning the charge that network option time causes affiliates to carry an unreasonably large amount of network programming, CBS reports that during the week of May 19, on all CBS-TV affiliates 58.1% of all hours subject to network option and 47.4% of all evening hours subject to network option were available to non-network programming. For CBS-TV basic-required affiliates the percentages of option time available for non-network programming were 38.4% of all hours and 30.4% of evening hours.

"The availability of these hours to non-network programming arises either because affiliates rejected the network programming offered (during the week analyzed more than 500 hours of option time were ordered by the network but were not cleared as ordered by affiliates), or because the normal option hours, for one reason or another, were not subject to option by the network," CBS states. "In all other hours, of course, 100% of any affiliate's time is available to non-network programming."

Leeway in Option Time

Practically, CBS notes, an affiliate "has more leeway to reject a network series after it has begun than it has to reject a non-network series," as it is not penalized financially by dropping the network series (beyond its loss of the advertising revenue), whereas "when a station orders a syndicated film series it usually must pay for all programs in the series whether or not they are broadcast."

Denying that network practices have harmful effects on film producers by limiting their chance to get tv time, CBS states that "a majority of the programs broadcast on the CBS-TV network are not produced by it." A list of syndicated film programs broadcast in from 35 to more than 175 cities and a table showing that a cross-section group of CBS-TV affiliates carries twice as many film series on the average as do the non-network tv stations of New York and Los Angeles are given as "evidence that syndicated film distributors have a large market for their product."

A memorandum concerning the applicability of the antitrust laws to the television broadcast activities of CBS, prepared by the New York law firm, Cravath, Swaine & Moore, and concluding that these activities do not in any respect violate the antitrust laws, discusses in detail Sections 1 and 2 of the Sherman Act and Section 3 of the Clayton Act.

"Section 3 of the Clayton Act provides that it shall be unlawful for any person, in interstate or foreign commerce, to lease or sell commodities for use, consumption or resale within the United States or its territories, or fix a price charged therefor 'on the condition, agreement or understanding that the lessee or purchaser thereof shall not use or deal in the goods . . . or other commodities of a competitor or competitors of the lessor or seller,

PHONE BILLS

EACH tv network president who testified last week referred to annual interconnection costs. Here are the yearly bills which each network pays AT&T:

NBC-TV	$14,000,000
CBS-TV	13,500,000
ABC-TV	6,000,000
Total	$33,500,000

ABC-TV President Robert E. Kintner told the committee that "these charges should be reviewed carefully to determine whether or not they are justified."

CBS-TV President Frank Stanton, in answer to a question, said he naturally wished the charges were less but that he was not quarreling with them.

NBC-TV President Robert Sarnoff made no comment beyond citing the figures as an item of overhead.

where the effect of such lease, sale or contract for sale or such condition, agreement or understanding may be to substantially lessen competition or to tend to create a monopoly in any line of commerce.'

"Section 3 clearly does not apply to the television broadcast activities of CBS. Section 3 applies only to *Commodities;* the television broadcast activities of CBS involve only services," the memorandum states, adding that even if Section 3 did apply to tv, CBS-TV activities would not be illegal as they "do not substantially lessen competition in any of the markets concerned, but, on the contrary, are a reasonable means of providing a national advertising medium which is competitive with other advertising media."

Nor, says Cravath, Swaine & Moore, does CBS violate Section 2 of the Sherman Act, which provides "Every person who shall monopolize, or attempt to monopolize, or combine or conspire with any other person or persons, to monopolize any part of the trade or commerce among the several states, or with foreign nations shall be deemed guilty of a misdemeanor . . ."

CBS, the memorandum states, "clearly does not monopolize, and there is no evidence that it has attempted to monopolize, the national advertising market, the segment of the national advertising market occupied by television advertising, the market for television station time or the market for television programs, nor does it monopolize or attempt to monopolize 'any part of the trade or commerce' in any of these areas."

As to "actual monopoly," there is no suggestion of combination or conspiracy among the tv networks, but "vigorous competition in every phase of the business," the memorandum points out.

According to Section 1 of the Sherman Act, "Every contract, combination in the form of trust or otherwise, or conspiracy in restraint of trade or commerce among the several states or with foreign nations, is declared to be illegal." The memorandum points out that there is no evidence of any combination or conspiracy among the tv networks or the CBS-TV affiliates.

Noting further that "the term 'restraint' in the Act was not meant to include restrictions reasonably related to a legitimate business function," the memorandum analyzes the affiliation contracts, network option time, must-buy policies, program practices and ownership of stations and finds them all reasonable business practices not constituting legal "restraint" of any kind.

SARNOFF'S DIRECT TESTIMONY

Mr. Sarnoff's testimony was a sequel to a lengthy "Statement of Facts" submitted by NBC to the committee last month [and extensively reported in B•T, May 28]. In that statement, the network charged that a group of film syndicators had backed Mr. Moore's attack on network practices and were out to destroy networks so they could expand film market.

"It is our position," Mr. Sarnoff said last week, "that the network service should not be artificially curtailed—as certain film interests have urged, for their own benefit . . . Film distribution could not possibly be an adequate substitute for the comprehensive national communications service rendered by networks."

Mr. Sarnoff, like Mr. Stanton, dealt with several of the principal charges made against networks and proposals for changes:

Program control: It is the duty of a network to exercise selection of its programs, but NBC-TV gives no preference to its own shows.

"The idea also seems to be around that program production is profitable for a network," Mr. Sarnoff said. "Actually in 1955, our commerical programs cost us $8,600,000 more than we received from the advertisers for these programs. When you add to this our other costs for furnishing a program service—such as the cost of sustaining programs, program staff and program development—our total unrecovered program cost in 1955 was $24 million."

Network regulation: To regulate networks is to take "the first step down the road to government decision on whether Advertiser A or Advertiser B should occupy a particular network time period," said Mr. Sarnoff, "or whether a network should sell Program X or Program Y to an advertiser . . . This could not be done without putting the government into the broadcasting business."

Regulation of networks, he said, "would certainly make them an unappetizing medium for the advertiser."

The present competitive system, said Mr. Sarnoff, is the "best safeguard for maintaining and improving the television service which networks furnish to the public."

Monopoly: There is none, said Mr. Sarnoff. Any group can enter the network field if "it is willing to undertake the costs and risks."

"This opportunity existed for DuMont, which entered the field early," Mr. Sarnoff pointed out. "When DuMont presented a popular program like the Bishop Sheen series, it got the clearances it needed, in competition with the other networks. And if it had undertaken development of an overall effective program schedule, it would be a major competitive factor in the network business today."

The biggest problem in tv is the scarcity of stations, he said. "This is the root of the problem in tv." He urged "that the Congress and the FCC focus on this central problem and take affirmative steps to bring about its solution."

He reminded the committee that NBC had urged upon it and the FCC the necessity of making effective use of the uhf channels.

"We hope," he said, "that this vital objective will not be obscured or diverted by attacks on network operations which could have such destructive effects on service to the public—at a time when a basic facilities problem is calling for constructive solution."

KINTNER'S DIRECT TESTIMONY

Mr. Kintner defended present network practices, but the main emphasis of his testimony was directed to the allocations problem.

"We believe," he said "that the major attention of the Senate committee and of the FCC should be directed to the scarcity of stations, because with its solution, alleged monopolistic practices in the industry will disappear, just as

BRICKER SAYS STATIONS ARE PUBLIC UTILITIES

YELLOWSTONE Park's geyser, Old Faithful, spouts more often but no less regularly than Sen. John W. Bricker (R-Ohio) in the latter's often-repeated demands for FCC regulation of the networks.

Last week, he was at it again. On Tuesday, at the end of CBS President Frank Stanton's first day of testimony before the Senate Commerce Committee, Sen. Bricker released a statement confronting Dr. Stanton with testimony in 1941 before the same committee by the CBS president's boss, Board Chairman William S. Paley. Mr. Paley had testified: "I think that radio networks should be licensed by the Commission."

Commenting on this and similar 1941 testimony by Mr. Paley, Sen. Bricker said: "It is perhaps significant that CBS was fighting then for dominance and was not in its present position of importance in the industry."

The Ohioan held his fire during most of Dr. Stanton's testimony, but when NBC President Robert W. Sarnoff took the stand Thursday, Sen. Bricker interrupted testimony on affiliation switches to put forth his network regulation philosophies. Afterward he somewhat heatedly denied he has "attacked" the networks, but, instead, has only "criticized" their employment of "certain practices."

Why, Sen. Bricker asked Mr. Sarnoff, isn't the operation of a network in the public interest just like that of an individual station? A station, he said, is in the nature of a public utility. "The networks," he told Mr. Sarnoff, "have the power of life or death over the advertiser and the station. Why there isn't public interest involved, I can't understand."

Mr. Sarnoff said he felt the networks should not be regulated "because I think there is nothing better than the free enterprise system."

Sen. Bricker said there should be some regulation over the "arbitrary discretion they (networks) exercise or could exercise."

"Are you suggesting that the government should decide which advertiser should get on (a program)?" countered Mr. Sarnoff.

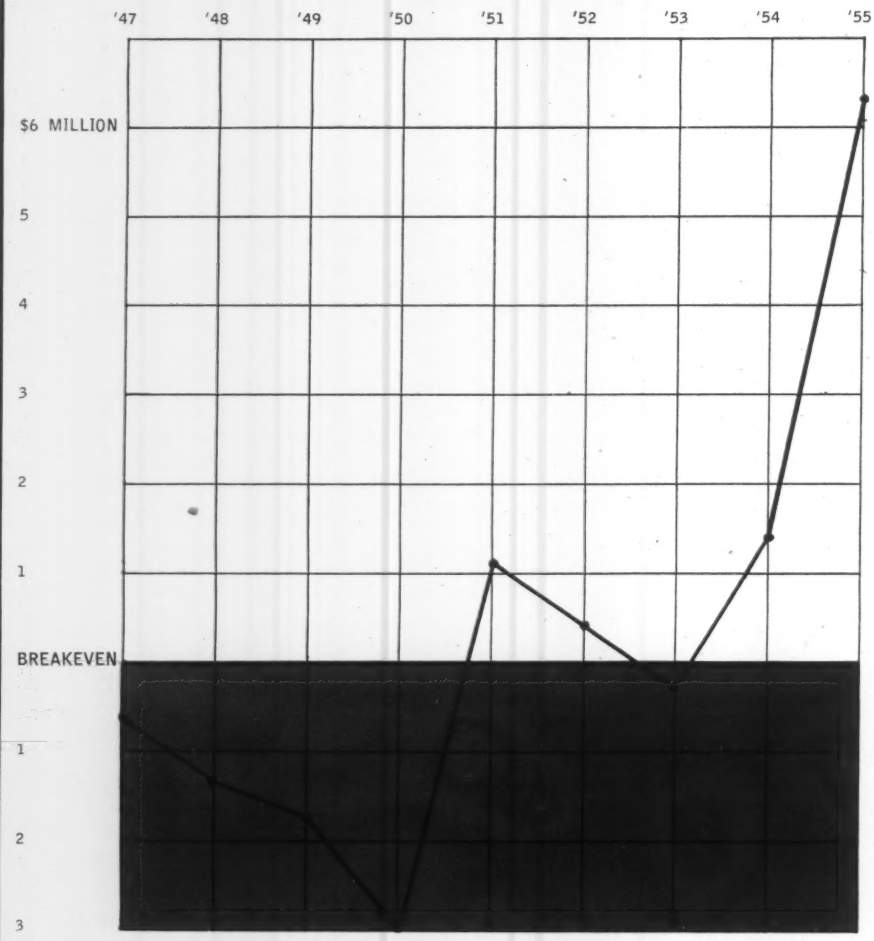
Sen. Bricker answered in the negative, but felt the government "ought to lay down rules." "The time may come," he said, but "I don't think public utility operation of networks is necessary at the present time."

Mr. Cox questioned Mr. Sarnoff on why he objected to having networks file certain phases of its operations with the FCC

The NBC president said he saw "nothing to be gained" by this. The broadcast industry already "lives in a goldfish bowl," he added. He didn't think affiliation contracts should be made public because they are a "private matter," and there is "no entitlement to affiliation."

Telling Mr. Cox that whether or not a station thinks it can justify itself in arguing against disaffiliation before the FCC, Mr. Sarnoff said he felt a network should be "free."

PROFIT & LOSS FOR NBC TELEVISION



"TV NETWORKING is a business of great risks, heavy financial commitments and low profit margins."

Thus NBC President Robert W. Sarnoff last week prefaced his testimony regarding the economic aspects of his field. He went on to these specifics:

Risk: NBC often has $100 million at risk.

Commitments: $80 million for NBC capital costs projected over the next five years, $13 million for color tv development alone.

Profits: Cumulative profit for nine years (1947-1955) for NBC was less than one-half of one percent.

The chart above shows NBC-TV net profits and losses year by year since tv began to grow commercially.

The table below is the nine-year sales-profit record Mr. Sarnoff disclosed to the Senate committee last week.

NBC Television Network Net Sales and Income (1947-1955)

(Figures in parentheses indicate loss)

Year	Net sales	Net Income After Federal Income Taxes	Net Income as % Net Sales	Cumulative Net Income
1947	$282,000	($ 643,000)	—	($ 643,000)
1948	2,525,000	(1,332,000)	—	(1,975,000)
1949	10,254,000	(1,799,000)	—	(3,774,000)
1950	26,052,000	(2,997,000)	—	(6,771,000)
1951	69,859,000	1,129,000	1.6	(5,642,000)
1952	98,295,000	432,000	0.4	(5,210,000)
1953	110,405,000	(249,000)	—	(5,459,000)
1954	137,689,000	1,457,000	1.1	(4,002,000)
1955	185,320,000	6,317,000	3.4	2,315,000
	Nine-year average net income as a percentage of net sales		0.4	
	Five-year average net income as a percentage of net sales		1.5	

they disappeared in radio when the factor of a too limited number of radio stations was removed.

"It seems to us a serious indictment of governmental processes when this subject has been under intensive investigation for at least two years without adequate solution."

What is needed, he said, was (1) speedy grants of pending applications (some dating back eight years) in such cities as St. Louis, Boston and Pittsburgh to provide at least three comparable facilities and (2) re-allocations to put at least three comparable facilities in such cities as Providence, Birmingham and Louisville.

"The point becomes brutally clear," said Mr. Kintner, "when remembering that of the major markets only two have more than four vhf outlets, and only seven have four or more. Only 26 have at least three vhf assignments. Thirty-two of these major markets have only two vhf assignments, and 18 have only one such assignment."

Mr. Kintner drew an analogy which he felt would strike home to Senators. In ABC's view, he said, the present facilities restriction was "the equivalent of running for office in the state of Pennsylvania with the entire Pittsburgh population being able to vote for your opponent, but no one being able to vote for you."

Mr. Kintner said he could think of no better way for the Senate committee to create competition in television than to issue "a strong Congressional mandate to the FCC, not only to speed up the granting of television stations already allocated, but also to devise new allocations plans whereby three, four or five competitive television stations can be established in the larger markets of the country."

Scarcity Is Problem

The demand for network regulation and monopoly charges against networks "are directly traceable to this scarcity of outlets," he said. "If the scarcity problem is solved—and it can be solved—the problems that confront us now will be fully and effectively met without the need of additional governmental intervention or regulation."

Mr. Kintner summarized the history of ABC and said the network was "proud of the progress that it has made in becoming an important third force in the television industry."

The network now has the capital, the support of the public, the affiliated stations, advertisers and agencies, and "we hope we have the know-how" so that "over the next two years we feel that we can achieve competitive equality with NBC and CBS," said Mr. Kintner.

This, of course, depends on government action to "end the scarcity of television stations," he added.

In Mr. Kintner's view, criticism of networks falls into three categories: that networks unduly and arbitrarily control programming, that through option time they dominate affiliates and through buying requirements restrict the operation of television.

Program control: Mr. Kintner said no single organization has enough creative ability to produce more than a fraction of the programming needs of a network. But although it welcomes programs from outside sources, ABC-TV insists on controlling key programs to protect its program structure and on exercising general supervision over all shows.

Option time; It is "absolutely essential," said Mr. Kintner. "Only option time gives the network the ability to assure advertisers that programs will be placed in desired markets at the desired times, making possible an efficient and productive advertising buy."

But option time does not work a restrictive hardship on stations, he said. Critics of option time "fail to give weight to the right of any

WHEN Y & R CHARGED CBS-TV WITH USING 'FORCE' ON CLIENTS

CBS-TV's plan to drop its independently-produced *Four Star Playhouse* (9:30-10 p.m. Thurs., EDT) got a prolonged airing during CBS President Frank Stanton's testimony before the Senate Commerce Committee last week.

Discussion of the program ended after Dr. Stanton told senators: ". . . I think this gets down to . . . whether you want to turn over this medium to allow the advertiser to dictate the kind of programs that we are going to give to our affiliates or our stations or whether we have a responsibility as licensees of our company-owned stations and a responsibility that does not flow through the FCC, but certainly flows in our relations with our affiliates, to provide what we consider to be the best possible programming.

Testimony on the program arose when Kenneth Cox, committee radio-tv counsel, questioned Dr. Stanton on CBS-TV's proposed 1½-hour dramatic series, *Playhouse 90,* to begin this fall, with 36 live episodes to be produced by CBS-TV and eight or more to be filmed by Screen Gems Inc. the first year.

Playhouse 90 will occupy the 9:30 to 11 p.m. period Thursday, with CBS-TV dropping these half-hour shows, all falling within the 90-minute period: *Four Star Playhouse* (produced by Four Star Productions, sponsored by Bristol-Myers Co. and Singer Sewing Machine Co., both through Young & Rubicam); *Johnny Carson Show* (General Foods, through Y&R, cancelled March 29, 1956, by GF), and its summer replacement, *Arthur Murray Party* (Toni and Hazel Bishop); *Quiz Kids* (Whitehall Pharmacal cancelled April 12, 1956, now sustaining). Both *Carson* and *Quiz Kids* were CBS-TV productions.

Questioning by Mr. Cox was based on complaints to the network by Young & Rubicam Vice President Robert P. Mountain, on behalf of the Bristol-Myers, Singer and General Foods accounts, that CBS-TV had used "improper force" to get clients to drop their sponsorship of the half-hour shows and purchase the 90-minute *Playhouse 90.*

Mr. Mountain, in a Feb. 9 letter to CBS-TV, charged the network with representing that its financial commitments for *Playhouse 90* forced it to go ahead with the new show and with telling him it would be "practically an impossibility" to place *Four Star* in another time period. Mr. Mountain continued that General Foods did not want a "dramatic vehicle," nor an alternating hour instead of the regular half-hour. He said *Johnny Carson* had had poor ratings: "We gambled on Johnny Carson and lost and now CBS is asking us to take another gamble, also on a CBS package—and worse than that, we are not being asked—we're being told."

Dr. Stanton, referring to the Feb. 1 letter to Y&R from William Hylan, CBS-TV network sales vice president, called Mr. Hylan's mention of a financial commitment "a wholly normal letter for a salesman to write in order to get the clients' commitment, so that if the client says no, he is free then to go someplace else, and offer the time and the program."

The CBS president said the network had planned such a show for years and decided on the Thursday period because the three shows were average or below average in ratings. He said CBS notified the agency of its plans for the show as early as August 1955 and received "encouragement" and "interest" from Y&R. Only in February 1956, he said, did CBS learn some of the Y & R clients "had some question" about *Playhouse 90.* CBS consulted attorneys for an opinion on antitrust possibilities before going ahead, he added.

Dr. Stanton said CBS would not make a production profit on *Playhouse 90,* but will put on the 90-minute show to bolster the CBS-TV schedule. The format, he said, is ideal for adapting many books, plays and other material, and has "been a gleam in our eye" for many years.

CBS-TV policy, he said, is to put on the best programs, regardless of whether they are produced by CBS or an independent producer.

He said the sponsors of *Four Star* have decided to take time on *Playhouse 90,* and that Bristol-Myers, giving evidence it is not unhappy with its CBS relationship, just bought an additional time period on the network the previous week.

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affiliate to reject programs not in the local public interest."

ABC-TV now has "as many as 26 shows—including some that we consider our best" which 1-15 primary affiliates are not clearing.

"We do not know of any television station that has been forced by a network to accept affiliation," he added.

Must-buys: The practice of maintaining a minimum network purchase (which in ABC-TV's case is computed in a minimum gross charge rather than by a minimum lineup of stations) is necessary, Mr. Kintner said. "It is axiomatic," he asserted, "that a minimum economic base must be maintained if the operation of a network is to be supported. It is a matter of fact that most advertisers using ABC facilities would like to buy higher grosses than we can now deliver.

STANTON QUESTIONED

CBS President Stanton's testimony took up the Tuesday morning and afternoon sessions, with interruptions for questions by committee members and staff.

Chairman Magnuson, who arrived late for the hearing because of a plane delay, said he had intended to question Dr. Stanton on the latter's views on several bills before the committee on political broadcasting, including Dr. Stanton's own proposal for amending Sec. 315 (a) of the Communications Act. Sen. Magnuson said he would not be present for Dr. Stanton's appearance the next day and asked that Dr. Stanton send CBS comments to the committee. CBS Vice President Salant already has testified on most of the bills [B•T, April 23, Feb. 6].

Dr. Stanton said he felt that the public is not nearly as concerned in getting a greater choice in programs—including local programs—as in getting high quality ones. A cutback on the power and antenna heights of present stations to increase the number of stations in individual communities, he said, would result in a loss of service to about 3½ million families who now receive tv service.

Answering questions from Mr. Cox, the CBS president said he thought it was possible for local advertisers to use tv, even in 3-station and 2-station markets and in prime evening time. He said he didn't think that national advertisers are "frozen out of" network tv. He termed as "exaggerated" the stories of advertisers waiting in line for network availabilities.

Neither did Dr. Stanton think advertisers found it necessary to buy prime evening time, saying that skillful use of morning and afternoon time has brought good results for many. CBS, he told Sen. Pastore, is not "allocating" time to advertisers, it is "selling" to them.

He denied strongly that any CBS-TV news programs have been biased or favor one point of view, because he didn't think the public would stand for it. He praised tv for enabling the viewer to see public officials "face to face" and decide for himself whether a politician is a "square-shooter." Tv, he said, "exposes the phony faster than any other way." Sen. Potter commented that tv is "changing the character of politics," to which the CBS president agreed it is "taking politics back to the precinct."

Dr. Stanton said CBS newsman Edward R. Murrow is not allowed to do as he pleases on his CBS Radio and CBS-TV programs, contrary to some impressions; that Mr. Murrow has no "special privileges." Mr. Murrow, he said, is on the CBS Inc. board of directors, but is not a network official.

The CBS president agreed, on request from Sen. Bricker, to prepare a "definitive" statement showing the CBS policy in giving competing national advertisers "equal opportunity" for time on the network. Dr. Stanton noted that if one advertiser goes into tv with a certain product, his competitor also gets into the medium because of pressure from dealers and distributors and for other competitive reasons.

Dr. Stanton cited CBS-TV programs which many regard as being of value in education, but which are not classified as educational programs because they are not put on in conjunction with educational institutions. Sen. Magnuson said there should be some "yardstick" to give networks credit for such programs.

The CBS head said he would like to make a detailed reply to Rev. Parker's testimony of the previous day (Monday) criticizing tv networks for "failing" in religious tv programming.

Mr. Cox questioned the witness closely on whether a large metropolitan tv station, such as CBS' owned stations in New York, Los Angeles and Chicago, deserves to make more profit than a small-market independent because of the former's network programs.

Such a station, Mr. Cox said, may not have more investment and its management may not have greater ability or perform better services; yet the station's return is higher because of the location of the station in a large market, because of the artificial limit on the number of channels allocable and because the operator has received one of these scarce channels and has a network affiliation. Such a station operator receives high rate returns for which he has contributed nothing, Mr. Cox said.

Dr. Stanton said that a prospective station operator has his choice of where to locate his facility. "There's no law keeping a man in a particular market," he said.

The CBS executive told Sen. Pastore that, although networks have no direct influence over an affiliate's local and national spot rates, the rate paid by the network does have an indirect influence on the station's other rates.

Answering a question from Mr. Cox, Dr. Stanton said that CBS, in determining the coverage of two network affiliates which overlap each other, "whacks it down the middle" between the two if other things are equal. But if a station is added on a per program basis—such as an outlet getting started late or one in a small market—the network pays the station in terms of what the latter contributes to the na-

Continued on page 92

RADIO-TV'S ADAPTABILITY TO CHANGES IN TODAY'S SELLING STRESSED AT AFA

Westinghouse's Donald H. McGannon and CBS-TV's Merle S. Jones, speaking before Advertising Federation of American convention in Philadelphia, cite how media is responding to changing marketing and merchandising procedures.

THE QUALITIES of radio and television are ideally suited to serve advertisers in today's changing trends in marketing and merchandising, the 52nd annual convention of the Advertising Federation of America was told last week.

Donald H. McGannon, president of Westinghouse Broadcasting Co., and Merle S. Jones, executive vice president of CBS-TV, spoke for radio and television, respectively, at a luncheon panel during the Philadelphia convention on Tuesday. Representatives of seven other media also participated on the panel, which appraised the question: "How will media meet the changing trends in marketing?"

Radio "has been for years where business is now going—that is everywhere," Mr. McGannon said, refering to the decentralization process by which businesses more and more are establishing branches in suburban areas. He continued:

"In this modern process of decentralization, as you know, the plans for building usually start with a search for an area which will accommodate not only a store or office structure, but also a large parking lot for customers. Now what other medium enjoys the luxury of its own parking lot within slingshot distance of its client's threshhold? For that's what it amounts to, and the point is of some significance. When you see 500 automobiles parked outside the branch of a department store, you probably are seeing also as many radio receivers.

"The existence of these parking lots demonstrates that people still drive to do their shopping. And while driving, they are listening—but they can't be looking at television or reading newspapers or magazines or, in most of these suburban areas, scanning outdoor posters. This is not too derogate the effectiveness of any of these other media, but to point up a unique quality that is radio's alone—and upon which radio will not only survive, but prosper and achieve heights not previously believed attainable."

Closer Cooperation

Mr. McGannon suggested that "closer teamwork between the broadcaster and the advertiser" could step up radio's effectiveness in moving merchandise. "Since the merchandiser knows the kind of people generally, he can hope to attract, and the broadcaster knows the habits of his audiences, the two together could profit by comparing notes about people: the broadcaster through establishing the fact that he can find more people like those who shop in the store presently, and the advertiser who would like to meet them—on a friendly and permanent basis."

Radio's ability to hold "the attention of the busy as well as the idle, plus mobility and saturation, should be of particular interest to the merchandiser who is trying to find the center of traffic and then attract that traffic to his place of business," he asserted.

Mr. Jones said television is "making a unique contribution" in helping business conform to changes in marketing "by reaching so many people at a time when the market of effective buyers is increasing so rapidly, by moving the point of sale from the sales counter to the living room, and by monopolizing so much of America's new-found leisure time."

Where the "primary burden of selling" fell upon the sales clerk prior to automation and tv, Mr. Jones said, "today television is the primary sales clerk of American business—the most direct, accurate and fastest link of information and persuasion between the producer and consumer."

The consumer market has grown to the point where "today virtually everybody is a customer for practically any product"—and tv "is superbly designed to gain access to this new and vastly enlarged market," he continued. Business also has gained through tv from the "marked increase" in leisure time, he added, pointing out that the average tv family in January spent six hours a day watching television while the year-round average now is approximately 35 hours a week.

Television also has "wiped out" the time lag that used to occur "in diffusing the knowledge and use of the newest techniques, products and styles of American industry" to the entire public, Mr. Jones asserted.

Other highlights of the AFA convention, held Sunday through Wednesday at Philadelphia's Bellevue-Stratford Hotel with approximately 1,000 delegates on hand from 120 advertising clubs in the U. S. and other countries:

Walter Weir, vice president of Donahue & Coe, warned against the "cult of so-called hard-sell" in advertising, contending that claims in copy should be moderate if it is to "bring about the necessary stage of creating belief in the whole complicated business of closing the sale."

Dr. Virgil D. Reed, vice president and research director of J. Walter Thompson Co., said the mass market is now in the middle rather than the lower-income group—and "the middle is spreading fast."

Howard Pyle, deputy assistant to President Eisenhower, stressed that the skill of advertising people is "terribly important" in the cold war of ideas. He also presented to Ben R. Donaldson of Ford Motor Co., chairman of AFA, a Franklin medal authorized by Congress for presentation to groups for distinguished service during the year-long observance of the 250th anniversary of Benjamin Franklin's birth.

CEREALS | **IN MINNEAPOLIS-ST. PAUL TV**

WHOSE COMMERCIALS GET MOST EXPOSURE?

Hooper Index of Broadcast Advertisers (Based on Broadcast Advertisers Reports' monitoring)

NATIONAL (NETWORK) INDEX

Rank	Product & Agency	Network Shows	Total Networks	"Commercial Units"	Hooper Index of Broadcast Advertisers
1.	General Mills Inc.	9	2	25	449
2.	Kellogg Co.	7	1	23	323
3.	General Foods Corp.	3	2	7 1/3	150
4.	National Biscuit Co.	1	1	2 2/3	66
5.	Quaker Oats Co.	1	1	2 1/2	50
6.	Ralston Purina Co.	1	1	2	20

MINNEAPOLIS-ST. PAUL INDEX (NETWORK PLUS SPOT)

Rank	Product & Agency	Network Shows	Total Stations	"Commercial Units"	Hooper Index of Broadcast Advertisers
1.	General Mills Inc.	9	2	25	322
2.	Kellogg Co.	6	2	27 1/3	260
3.	General Foods Corp.	3	3	12 1/3	127
4.	National Biscuit Co.	1	2	8 2/3	74
5.	Quaker Oats Co.	1	2	17 1/2	47
6.	Ralston Purina Co.	1	1	2	12

In the above summary, monitoring occurred the week ending April 28, 1956.

The Hooper Index of Broadcast Advertisers is a measure of the extent to which a sponsor's commercials are seen or heard. Each commercial is assigned a number of "commercial units," according to its length.* This number is then multiplied by the audience rating attributed to that commercial.** When each commercial has thus been evaluated, the results for all commercials of each sponsor are added to form the HIBA. For further details of preparation, see the basic reports published by C. E. Hooper, Inc., Broadcast Advertisers Reports Inc. and American Research Bureau Inc. Above summary is prepared for use solely by BROADCASTING • TELECASTING. No reproduction permitted.

*** "Commercial Units": Commercials are taken from the monitored reports published by Broadcast Advertisers Reports Inc. A "commercial unit" is defined as a commercial exposure of more than 10 seconds but usually not more than one minute in duration. Four "commercial units" are attributed to a 30-minute program, and in the same proportion for programs of other lengths. A "station identification" equals one-half "commercial unit."**

**** Audience ratings for television, both national and local, are those published by American Research Bureau Inc. Those for radio are the ratings of C. E. Hooper Inc. In the case of station breaks the average of the ratings for the preceding and following time periods is used wherever feasible: otherwise, the rating is that of either the preceding or following time period, normally the preceding. In the above summary, monitoring occurred week ending April 22, 1956.**

News WHILE It's Happening!

BECAUSE its news staff and facilities are identical to those of award-winning WHO Radio, WHO-TV can claim news coverage that's matched by few television stations, *anywhere.*

Our News Bureau is headed up by Jack Shelley, one of the industry's top newsmen and winner of many radio-television citations. His staff includes 11 full-time news specialists—each with a degree in journalism and many years' experience—and all trained to take on-the-spot pictures, stills and movies. In addition, WHO-TV calls on 85 "local" correspondents for supplementary coverage throughout Iowa.

WHO-TV news facilities include two AP, two UP and two INS wires—plus direct, 24-hour teletype circuit from Des Moines Weather Bureau.

Unexcelled news coverage is only one of many reasons why WHO-TV is one of Iowa's top advertising values. Let Peters, Griffin, Woodward, Inc. tell you about the others.

WHO-TV

Channel 13 • Des Moines

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
Peters, Griffin, Woodward, Inc.
National Representatives

NBC Affiliate

June 1956 figures* give WXEX-TV

16%

more viewers per rating point

than any other station serving

RICHMOND

Petersburg and Central Virginia

- WXEX-TV delivers 16.9% more TV homes than Station B—17.3% more than Station C.
- WXEX-TV gives you a *bonus of better than 2 TV homes* with every 12 homes you buy.
- Station B is now operating on interim low power and tower. On this basis, the Grade B area of WXEX-TV delivers **58.3** more TV homes than does Station B.

*Service contours of stations considered are for maximum power and tower calculated by Kear & Kennedy (consulting radio engineers, Washington, D. C.) from information on file with FCC, and based on latest available ARF figures updated to June 1, 1956.

WXEX-TV

Tom Tinsley, President — **NBC BASIC—CHANNEL 8** — Irvin G. Abeloff, Vice Pres.

National Representatives: Select Station Representatives in New York, Philadelphia, Baltimore, Washington.
Forjoe & Co. in Chicago, Seattle, San Francisco, Los Angeles, Dallas, Atlanta.

THE 15% COMMISSION: TRADITION ON TRIAL

A B•T STATUS REPORT ON THE OLDEST ISSUE IN ADVERTISING

By Rufus Crater

BROADCASTERS are the innocent bystanders in a quiet struggle over an advertising way of life—the media commission system of compensating agencies.

The struggle is not a new one, but rather a renewal of a very old one that pre-dates broadcasting and broadcasters by many years:

In short, advertisers want to change—or at least "re-evaluate"— the present system whereby agencies not only get their primary compensation from media, but do so in direct proportion to the amount of the advertisers' money they allocate to those media. Generally, the agency's share is 15%. Advertisers feel that agencies serve them, not media, and that they should therefore have a more direct control over what their agencies are paid, should be able to know what they are getting in the way of agency services and not have to pay for any services they don't want—and should have the right to buy directly from media at the same net rates that agencies get.

Agencies on the other hand maintain that the present system, in effect for more than half a century, has established the independent nature of agencies, has enabled them to achieve a degree of creativity not possible otherwise, makes available to all advertisers the services of a vast corps of experts that only the very largest advertisers individually could afford, advances the cause of advertising generally, and is, in short, the best system that has yet been devised.

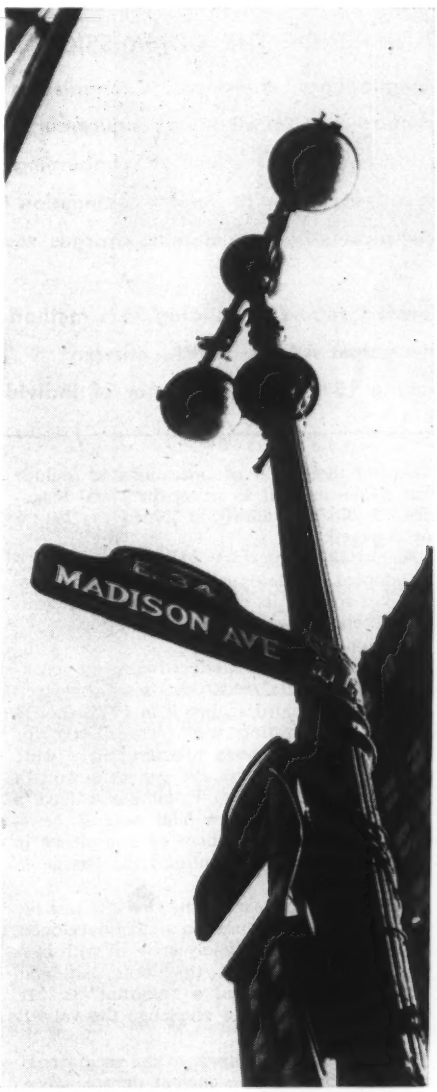
Moreover, agencies seem morally certain that what the advertisers really want to do is cut their pay—an objective which advertisers have repeatedly disowned.

Lately there have been signs that the present debate—which broke out into the open last fall—may eventually end in a compromise truce.

Recent advertiser speakers on the subject, while still insisting that advertisers should have the final say on how much and for what their agencies are paid, have seemed to take on a slightly more conciliatory tone. Whether this is a general trend and will continue remains to be seen, but at the moment there is speculation that at least some critics of the present method might be willing to accept a modified commission system as a basis of compensation, provided certain "safeguards" and "controls" can be worked out to their satisfaction.

In a similar mood, some agency officials—while still outspokenly against a scuttling of the media commission method—have acknowledged privately that there may be areas of bookkeeping and accounting, for instance, that might be "tightened up." These agency men point out that they don't like "unbusinesslike operations" and "wastefulness" any more than advertisers do, implying that they would be glad to sit down with their clients to try to work out mutually satisfactory solutions.

The debate has gained its main momentum since the American Assn. of Advertising Agencies last February became the first of the defendants—including American Newspaper Publishers Assn. and other non-broadcast media groups—to sign a consent decree settling its phase of the antitrust action filed by the Justice Dept. the year before. But there are differences of opinion as to just what effect the consent decree actually had in reviving the issue.



ALONG AGENCY ROW: A WAY OF LIFE IS IN THE BALANCE

Agency people claim advertisers have used the decree as an "excuse" to bring up the subject again, since the court settlement clearly cast no doubt on the commission method as such. Advertisers maintain that the system had been worrying them long before the government got into the act.

If the consent decree made anything plain, it was that the final decision on this phase the issue will be reached in individual negotiations. What the decree did, so far as this point is concerned, was forbid AAAA to try to "fix, establish or stabilize" agency commissions, or require any agency to refrain from rebating or splitting agency commissions. The decree specifically stipulated that its terms were not binding on AAAA members acting individually.

It is this individual approach—that of an advertiser getting together with its agency to review its own compensation set-up—that advertiser speakers and the Assn. of National Advertisers are publicly recommending. Bristol-Myers is one company that has made plain it intends to undertake such a study (see Donald Frost speech, page 42), and ANA says "other forward-looking" members, "working with their agencies," are taking similar steps.

Both AAAA and ANA have committees working on the compensation subject. It is the "primary assignment" of AAAA's regular Committee on Advertiser Relations, which is headed by Harry Harding of Young & Rubicam, New York, as chairman, and William Marsteller of Marsteller, Rickard, Gebhardt & Reed, Chicago, as vice chairman. ANA named a special study committee, headed by John B. McLaughlin of Kraft Foods, last month to examine the question.

There is some dispute about the role media will play in the outcome.

Henry G. Little of Campbell-Ewald, Detroit, who at the time was retiring as chairman of the AAAA, told the AAAA convention in April that "in any event, media will determine the issue now and in the future, as they have done in the past. Media will decide individually what they wish to do; to whom they will allow commission, if any; under what circumstances; how much they will allow, and what their rates will be" [B•T, April 30; also see excerpts page 40].

Mr. Frost of Bristol-Myers, on the other hand, has said that "it will be the advertisers working in close harmony with their agencies

who will determine the issue because it is the advertisers who will continue to determine the budgets . . . and who in the long run have the most at stake in this whole advertising picture" (also see excerpts page 42).

Among some broadcasting observers, it seems possible that Mr. Little and Mr. Frost both may prove right. Media, particularly in the broadcast field, currently are taking a hands-off attitude, but if the struggle should finally result in more direct compensation of agency by advertiser, for example, then media almost necessarily would review their commission practices in the light of the final situation. Even more certainly, media will have to decide for themselves whether to give or withhold from advertisers the right to buy direct at net rates.

Broadcasters had no hand in the development of the media commission system, which evolved long before their time. It goes back, actually, to the beginning of agencies. And the dispute over the system has been recurring for at least 40 years.

The last time it arose in substantial size was in the early 1930's. James Webb Young, then with the U. of Chicago, was commissioned by a group of advertiser, agency and media people to conduct a study. His report—which concluded that the media commission system was the most practicable in the interests of both advertisers and media (see text of conclusions, this page)—also included a study of the growth of agencies and advertising, as did other reports, studies and histories of and since that time.

The first "agent" is generally identified as Volney B. Palmer, who started off in the 1840's in a business that was more akin to that of the present day newspaper (or station) representative than that of today's agency. Advertisers in those days had trouble discovering the names, much less the rates, of newspapers in distant areas. Newspapers didn't even care greatly about selling space.

Capitalizing on this fortuitous situation, Mr. Palmer got together a list of newspapers and their rates and held himself out as the agent of those papers that would designate him as such. Advertisers loved it. The newspapers, delighted with this found money, paid him 25% commission on his sales.

(Another precedent, which has continued with perhaps even less change through the years, also was established at the Palmer "agency." About 1848 the manager of his Boston office walked off with Mr. Palmer's list of papers and rates and started business for himself.)

Subsequently there came a period of heavy trading on rates. Agents would contract with newspapers for space at the lowest price they could get, then re-sell to advertisers for as much as they could get. Competition often was bitter. In this period two new features were added. Generally attributed to George P. Rowell, who commenced operations about the time the Civil War was over and who later figured as a historian as well as practitioner of advertising, these features were the discount for cash and the agent's guarantee that the publisher would get his money whether the advertiser paid or not.

Not until later—about 1880-1890—did agencies begin to offer "services." They resisted the idea of writing the copy to fill the space they sold to advertisers, for example, but gradually came to realize that an advertiser "bought easier" if he could see what his ad would look like.

The amount of agency commission meanwhile fluctuated over the years and opposition to "house agencies" and rebating to advertisers was building up. Newspaper publishers in the early 1890's went on record against allowing agency commissions to advertisers. After the turn of the century there developed the habit of agencies' representing only non-competitive clients. About the time of World War I, agencies began to expand their field of operations to include other media as well as newspapers and magazines. Radio and television joined the list as they emerged.

Meanwhile, the AAAA was formed in 1917 and adopted standards of service and practice. A year or so later its committees were advocating—successfully—the cause of a uniform 15% commission from publishers.

Even before that time, advertisers were speaking out against the media commission system. ANA went on record against it in 1915, shortly after the organization was formed, and for several years in various quarters there were recurrent efforts to break the system down. In 1924 the Federal Trade Commission filed a complaint against AAAA and several newspaper groups, accusing them of conspiracy in restraint of trade, but dismissed the charge in 1930.

It was about this same time that the last big debate over the compensation system developed. Mr. Young's report is widely credited with having settled the issue at that time, although advertisers commissioned a "rebuttal" to Mr. Young and continued to challenge the validity of his conclusions.

What are the alternatives to the media commission system? In the current debate, advertisers have proposed none—not yet, anyway. In the 1930's, however, Mr. Young found three principal possibilities suggested by advertisers: (1) a fee to be agreed upon between advertiser and his agency; (2) a sliding commission scale that would exceed 15% for small accounts and come under that figure for large accounts, and (3) a standardized scale of prices for various types of work, with the advertiser free to pick the services he wants.

Although the media commission system is regarded as standard, it has not been universal. Emil Mogul, of the agency bearing his name, proposed a year or so ago, for example, that agency compensation might be tied directly to client's sales, so that the agency would be paid in proportion to the success of the advertising it prepares.

The late James M. Cecil of the old Cecil & Presbrey agency also maintained, several years ago, that the system of compensation should be changed because the high cost of running a television department made the present method of payment inadequate.

But the best known—and certainly the oldest—exception to the media commission practice is N. W. Ayer & Son. Long ago—about 1875—F. Wayland Ayer, a founder of the agency, decided that he was serving the advertiser, not media, and that accordingly he would give his clients the benefit of the best buy he could get from media. His charge to the advertiser would be the net charge to him, plus a commission for agency services. This has been the standard Ayer procedure through the years, with the present Ayer commission about 16⅔%.

As for the broadcasting media's entry into the current structure of advertising practice, Mr. Young's 1933 report said:

"Shortly after the development of radio broadcasting as an advertising medium, broadcasting station owners elected to do business under the agency method and established an agency commission. This brought this important medium within the scope of agency planning and led to the development of specialized radio departments as part of agency service."

Broadcasters themselves undertook at one point to establish an agency recognition bureau. Such a bureau, to protect stations in their credit dealings with agencies, was voted at the 1934 NAB (now NARTB) convention and the subject was much discussed—pro and con—by broadcasters in succeeding years. It was finally laid to rest following the arrival of Judge Justin Miller as NAB president shortly after World War II. Judge Miller's action was attributed to his fear of antitrust implications—a fear that later proved well founded when the Justice Dept. filed its case against other media groups but not broadcasters.

LIFE AND TIMES OF THE COMMISSION SYSTEM

1840's: Volney Palmer starts first advertising agency, charges 25% commission to media to buy their space for clients.

1880's: Agencies begin offering services, prepare ads for clients as inducement to buy space.

1915: Infant ANA goes on record against commission method of reimbursing agencies.

1918-19: Infant AAAA, on the other hand, advocates uniform 15% commission from publishers.

1924: Federal Trade Commission brings complaints against system, charges restraint of trade.

1930: FTC drops its complaint.

1933: James Webb Young releases celebrated report concluding 15% method is best for all advertising interests.

1955: Justice Dept. brings antitrust action against AAAA, ANPA, others.

1956: Defendants sign consent degree, making 15% system a matter of individual negotiation.

Romper Room Proves Again...

ADVERTISERS GET BIG TIME RESULTS WITH WFAA-TV!

Meet "Miss Elaine," of WFAA-TV's *Romper Room*— soon to complete its first year for Safeway Stores (Dallas Division.) Crowds form early, stay late, when she makes one of her frequent personal appearances. And with the important role played by the younger set in today's grocery shopping, here again is visual proof that advertisers *do* get big-time results with WFAA-TV! Why not put WFAA-TV to work for you?

WFAA-TV

CHANNEL 8 — DALLAS

YOUR NBC-ABC STATION

Covering 564,080 Television Homes

Call your **PETRYMAN** for availabilities, market data, and complete coverage information.

THE AGENCIES MAINTAIN

LET'S KEEP THE STATUS QUO

AGENCY officials have been much less discursive, publicly, than advertisers in talking about the commission system.

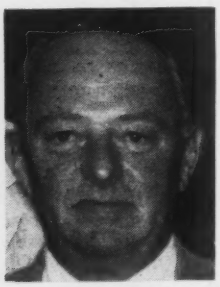
A statement issued by President Frederic R. Gamble of the American Assn. of Advertising Agencies, coincident with AAAA's signing of the consent decree settling its phase of the government's antitrust suit on Feb. 1, contained this reference:

". . . The commission method of compensating agencies, which can continue to be followed, is a great incentive method. It enables agencies to be rewarded in proportion to the use made of their creative work and encourages them to do their utmost to make advertising pay the advertiser. When advertising pays, everybody wins—the general public, the advertiser, the medium, and the agency.

"The judgment does not affect the way that individual agencies (whether AAAA members or not) conduct their businesses in relation to media (from whom they receive commissions for the development, service and payment of advertising) or in relation to advertisers (whom they serve by making their advertising succeed). . . ."

In another of the first agency statements after the question was revived—specifically, in his statement accepting election as chairman of the board of AAAA on April 26—Robert D. Holbrook of Compton Adv. had this to say:

". . . There always have been and probably always will be those who do not understand advertising or the agency business. The recent settlement of the antitrust action with respect to AAAA as an association may, even without cause, provide inspiration for those who want to attack the media commission method which makes possible the independent advertising agency.



MR. HOLBROOK

"I am sure, however, that the independent agency business has many good friends among media owners and advertisers who recognize the essential nature of the service performed by independent advertising agencies. They realize the need for the independent thinking, the creative skills, and the ability to handle countless details which the independent advertising agency alone can deliver."

* * *

A day later, on April 27, after ANA Chairman Edwin W. Ebel made his closed-session appearance before the AAAA convention, Mr. Holbrook observed:

". . . It always has been the aim of all the officers of the AAAA to approach our important business matters with open-mindedness. No subject can be of such continuing and far-reaching importance to all our members as the subject of compensation methods. The vigorous and thorough inquiry into all phases of this subject will be the primary assignment of this committee [AAAA's regular Committee on Advertiser Relations].

"We have, of course, studied this subject continuously, completely apart and separate from any other discussions that may have stemmed from the recent consent decree signed by AAAA."

TWENTY YEARS OF SUCCESS CAN'T BE WRONG

ONE of the most eloquent defenses of the media commission system was made during the AAAA convention by Henry G. Little of Campbell-Ewald, Detroit, in his speech as retiring AAAA chairman on April 28:

"The advertising business, operating under the media commission method, has advanced so far in the last 20 years that it seems fully to have justified the conclusion reached by Mr. [James W.] Young, that the media commission method of advertising agency compensation, while not perfect, is the most practicable one for maintaining the true and long-run interests of all advertisers and all media.

"In any event, media will determine the issue now and in the future, as they have done in the past.

"Media will decide individually what they wish to do; to whom they will allow commission, if any; under what circumstances; how much they will allow; and what rates will be.

"In return for these commissions, agencies will continue to render many services to media and the cause of advertising.

"Agencies develop new business for media, developing new advertisers and helping them to grow. If agencies did not do this for media, who would? Not the advertiser, certainly. Most advertisers have no great desire to help competitors into the world!

"Agencies also reduce mortality among advertisers—among the medium's customers. A number of years ago, before most business paper publishers had adopted the commission method, *Architectural Forum* made a careful study of agency-placed advertising in comparison with that placed by advertisers direct. They found that agency-placed advertising was more consistent, more regular, continued longer, grew faster—findings that carried great weight among other business publications.

"Agencies also advocate the idea of advertising, as best for most businesses. It is as Norman Vincent Peale once said about religion: 'It is not my duty to argue for the faith; it is my duty to *declare* the faith!'

"The fact that agencies are the advocate of advertising may make some advertisers mistrustful. It should not—not so long as advertising is so important in mass marketing. There are times when every successful company can thank its stars that the agency is prejudiced in favor of advertising; there is many an advertising manager, and sales manager, who can be grateful that the agency's prejudice is there to support him. And this is basic in the agency's service to media.

"Agencies simplify credit operations for media. Also, because they take the financial responsibility for payment, they carry the cost of most credit losses in national advertising.

"Several years ago, a 4-A study showed that our member agencies had developed and placed about $15 billion worth of advertising in the previous 20 years. On this volume, agency credit losses were $5.1 million or 1/30th of 1%. Media credit losses were only about $250,000—only 1/600th of 1%, as compared with credit losses around .1% for all U. S. industries.

"There are other savings, too. Agencies reduce media costs for the preparation of advertising, and they reduce costs in following up advertising materials for publishing and broadcasting schedules. If it were not for the agency, all of these costs—including the credit and collection costs — are burdens that media would have to bear, and which would be wastefully duplicated and compounded from medium to medium. They are costs that the advertiser would eventually have to pay, if the agency were out of the picture.

MR. LITTLE

"But the agency's great service to media, and to all in advertising, is the agency's dedication to successful creative work—to the overruling idea of creating advertising that sells.

"Agencies do more than advocate the general idea of advertising. They create specific advertising for specific advertisers, which is an essential element in the sale of space and time.

"The agency serves and works with all media but is neutral among them. It recommends whatever media are best likely to make the advertising succeed.

"And successful agencies have learned to do everything in their power to help advertising succeed. Their ideas do not spring full-grown. Agency recommendations are laid on a ground-

Continues to page 40

BUT THE ADVERTISERS SAY

IT'S TIME FOR A CHANGE

KICKOFF for the current debate was delivered by Gilbert H. Weil, general counsel to the Assn. of National Advertisers, in the course of a speech at ANA's 46th annual meeting in New York last Nov. 2:

". . . In the simpler days of our industry, the business between an advertiser and its agency was carried on between one dominant individual in each of the companies . . .

MR. WEIL

"But that was possible only under those conditions. . . . Understandings, activities, and programs, which were at one time settled in a matter of minutes by two men across desk or table, now require consideration by subcommittees, committees, departments, and finally 'top brass'. . . . Today the people who must make the decisions are responsible to other officers of their company, to boards of directors, and, ultimately, to stockholders . . .

"The wide inventory of services which today's agencies can offer to advertisers seems to me to require extremely thoughtful attention, and carefully written definition in two areas of the advertiser-agency relationship. In the first place, since every advertiser does not want 100% of every service that an agency can possibly render to it, the parties should decide which services are to be furnished and to what extent. Secondly, the arrangement is on an unrealistic, and, hence, unsound basis if the remuneration that the agency is to receive is not fairly correlated to the services that it is to render . . .

". . . Now the major emphasis of an agency's workload is in the service of its client, the advertiser. Its activities do still redound to the benefit of media in several important and legitimate aspects. That is undoubtedly true, even today. But at present they are collateral rather than primary objectives . . .

"The gravitation of agency services toward the advertiser has moved so far by now that the advertiser has a realistic, substantial, and a legitimate interest in the subject of how much of the money he pays to a medium is rerouted to his agency, and for what.

"The range and variety of services an agency can offer an advertiser is so extensive, both in kind and in degree, that some understanding is needed between them in their individual relationships as to the nature and extent of the work that the particular advertiser expects to receive, and the particular agency to render. And because of the wide area for variance in the work to be performed as between different advertiser-agency pairs, sound business principles would seem to call for some interdependency between the work to be done and the reward to be reaped.

"Today, when so much of the value of some services an agency may supply may not receive ample recompense from a percentage of media billing, either because the services do not relate to or result in space or facility purchases, or, if they do, the medium involved is one with a relatively low billing rate, there is a restlessness amongst agencies concerning the traditional basis of compensation, and we find, more and more, a demand on their part, and a willingness amongst advertisers where circumstances warrant it, that additional fees be negotiated for specific services.

"Conversely, where agencies are called upon to render relatively little by way of effort in comparison with large amounts receivable by them from certain media—such as tv or super-circulation periodicals—whose invoices are verging upon expression in light years, the advertisers are growing restive, and they are more and more demanding and receiving adjustment of the inequities, either in the form of additional services by the agency without further compensation, or by the franker means of rebates. . . ."

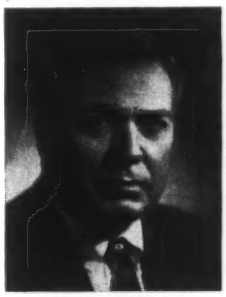
DETERMINE SERVICE FOR THE INDIVIDUAL

THE COMMISSION issue was a fundamental part of two closed-door panel sessions at ANA's Spring Meeting March 14-15 at The Homestead, Hot Springs, Va. Edwin W. Ebel of General Foods, chairman of the ANA board, gave these views as panel moderator:

". . . The commission system is no longer immutable either as a practical or ethical matter. Without a fixed compensation system each of us can determine the service that is fitting to our individual needs. The service is more important than the fee. We have a chance to improve on the commission system.

"Any new fee plan will require the advertiser to distinguish between the quality of available skills—the skills that go into marketing and advertising planning and preparation.

"The commission system, which just grew into being, has served advertising well for a long time. Let's not go hastily tearing down arrangements which have been satisfactory until we are sure we have a better one to take its place."



MR. EBEL

ANA CHAIRMAN EBEL took the subject directly to agencies at the American Assn. of Advertising Agencies' convention at the Greenbrier, White Sulphur Springs, W. Va., on April 26. In a closed-session speech which later was released in part, Mr. Ebel made plain that advertisers want the right to buy directly from media at net rates—and to compensate the agency directly (and adequately). He called for "a calm, intelligent, objective, business-like inquiry" into the whole commission question by advertisers jointly with their respective agencies:

"The idea of a confidential partnership is spreading. The agency—instead of being a vendor for the medium owner—is now a confidential advisor to the manufacturer, with access to his sales figures, profit figures, and future plans. This is a relationship between agency and advertiser—not between agency and media. . . .

"So the advertiser should be the one to determine the worth of advertising agency services . . . but in any case, the agencies must have confidence in the clients' wish to compensate them fully and fairly . . . for the work they do.

". . . What the agencies must do is largely a matter of expressing their open-mindedness on this subject of compensation . . .

"The most important consideration should be the preservation of a climate conducive to creativity—because there is a greater need for brilliant and creative advertising today than there ever has been before . . .

". . . I'm sure I voice the feelings of the majority of the members of ANA when I say the advent of the AAAA's and American Newspaper Publishers Assn.'s consent decrees [terminating thte Justice Dept.'s anti-trust suit against those groups, among others] and the reasons that these decrees materialized plus the suits still to be settled, challenge every advertiser to take a fresh look at the commission compensation system, and evaluate the *full* value of his agencies to him . . ."

ADVERTISING THAT PAYS NO BARGAIN TABLE ITEM

MORE LIGHT was thrown on advertisers' objectives at the annual west coast meeting of ANA at Pebble Beach, Calif., on May 16. ANA President Paul B. West said at that time:

"Because advertising is such a potent selling force; and because it has been proved that *good* advertising, consistently maintained, is the surest road to profitable sales; and because of competition in the market place, the companies which will come out on top will be those who have the soundest agency relations, and who insure the kind of creative advertising that sells most successfully by compensating their agency for the full value of its creative service.

"There are no short cuts and the means of providing the proven fundamentals of good advertising—advertising that *pays* over the long run—will not be found at the bargain table.

"This is the reason why the ANA Board advocates that individual advertisers and their

Continues to page 42

AGENCY POSITION

Continues from page 38

work of research—analyzing the product or service, the competition, the market, the potential market, the factors of distribution, the media available. These ideas are part of long-range plans, working toward definite goals. They derive from constant experimentation in techniques and appeals. They draw on the experience of many diverse advertisers. And they are presented to the client with the unique advantage of the agency's outside, independent, objective viewpoint.

"Agency service revolves, then, around *ideas* —analyzing, planning, creating. It envisions a team of specialized and above all creative people.

"The advertising media of the United States had this need in mind when they set about individually, long ago, to experiment with various ways of compensating the agency.

"Over many years, by trial and error, they found the answer in the commission method.

"For the commission method is a great incentive method.

"The incentive for the advertising agency is the ability, under the commission method, to be paid for the agency's creative work in proportion to the use that is made of it. If the results are successful for the advertiser, they also are successful for the agency.

"It attracts a creative type of businessman and a particularly aggressive type, one who is willing to take the risk that his agency won't get paid at all if its creative work isn't used. The agency gets paid only if the advertising appears and after the agency has collected from the advertiser.

"Also, because the agency is rewarded in proportion to the use made of its creative work, the agency owner is encouraged to hire the best creative people he can find. He is not led to stint on staff, or to take too much in profit for himself.

"This means that the finest possible creative organization is put behind the service and development of advertising.

"And just as creativeness—in ingenuity and invention—is the basis for our production miracles, so is creativeness in mass selling, in advertising, the nub and hub of our marketing success.

"The media commission method provides a pool of potential dollars—an unlimited potential—awaiting only successful creativity by advertising agencies in order to claim them.

"The commission gives the agency the incentive to do everything in its power to develop the growth of the client's business and hence the growth of the advertising appropriation.

"Because the commission method is in the control of media, the emphasis is kept on creativity. The relationship does not degenerate into 'horse trading' between the advertiser and the agency, at the expense of creative quality.

"And because the commission is allowed by media to agencies direct, the agency is enabled to enjoy an independent status, to make recommendations objectively, to be the advocate for advertising, to render a creative performance that would be impossible—as history has shown —if the agency were, in effect, the advertiser's advertising department.

"Now I know that most of you are familiar with Gresham's Law, that 'bad money drives out good'. The reason that bad money drives out good is because people keep the good money, pass along the bad. Bad money (or cut rate service) does not triumph over good money (or full rate service). Experience is just the opposite. Full rate service wins over cut rate service. The quality of the agency service has been the determining factor in the agency's success and in the success of the advertiser.

"Experience has shown this time and time again.

"Experience has shown that the media commission method of compensating advertising agencies has worked to the advantage of media, advertisers, agencies and the economy, in bad times and good, depression and prosperity.

"I believe we should be grateful to the far-sighted media people who developed it. I believe that each of us owes a debt to those 'who built the house we live in'.

"I believe, as I know you do, in the future of our economy.

"I believe that mass marketing makes mass production possible.

"I believe that advertising is the spark plug of mass marketing.

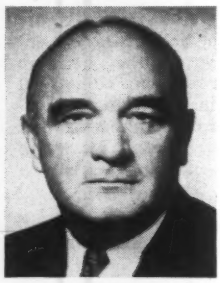
"I believe that advertising agencies are the spark plug of advertising.

"And I believe the media commission method is the spark plug of the agency's creative contribution."

A MEDIA SPOKESMAN TESTIFIES FOR THE 15%

A MEDIA guest on the AAAA convention program also upheld the commission system as the best available. He was Marvin Pierce of McCall Corp., who told the convention on April 28:

". . . I would like to hazard a different guess as to the reasons for the absence of any formidable challenge to the [commission] method since 1934. In that year radio was still in its infancy as an advertising medium and television was still in the laboratories. The competition of the depression increased the demand for extentions of agency service. When these extensions were once established, they became a permanent part of agency performance.



MR. PIERCE

"With the growth of radio and the advent of television, a whole new group of specialists has been added to agency staffs. Able men have been attracted to the agencies to handle planning and copy, 10-second spots and spectaculars, to conduct research into markets and into motivations, to determine proper media . . .

"The agency system is much more attractive to these men today than formerly because of the variety of their work and because of the greater security of position with an agency than elsewhere. An advertiser today must have flexibility in his choice of several media—magazines, newspapers, television, radio and outdoors. He must be able, as the exigencies of his business demand, to switch from one means of communication to another completely, or with varying emphasis. But the manufacturer who is spending most of his appropriation in television today, and in magazines tomorrow, cannot hope to attract and hold the specialists in every line best-suited to conduct his advertising business.

"In my opinion, it is the recognition on the part of advertisers of the widening and deepening of agency services, and of the availability of thoughtful and effective manpower in the agencies, that has brought about what seems to be the present relatively tranquil acceptance of the commission basis for agency compensation.

"Let me conclude with the statement that although efforts to change the method, which has been maintained for over half-a-century, have been made with the thought of lowering costs to advertisers, it seems to this observer that reduction of costs, at least in magazines, has been accomplished through the existing advertiser-agency-publication relationship.

"I do not say that the commission method of compensating advertising agencies was alone responsible for the creation of this greatly increased volume. I do say that in my opinion it is more than mere coincidence that the method and the volume expanded together, and I do say that I know of no other system of compensation that would have been half so sataisfactory to all of us.

"The agency, through the knowledge of the certainty of its compensation, has been able to attract and hold thoughtful and competent men, and to expand its services. The advertiser has been able to call upon those men and their services with all the flexibility he needs in the choice of media and of agencies. The magazines have been able to provide their readers with editorial material consisting of the considered thought of authorities in their fields and calculated constantly to raise our standards of living.

"I favor the present system of compensation for advertising agencies until a better one comes along. If it does come along, I think we will all welcome it. But it must demonstrably be a better one for all of us. It must be such that it attracts intelligent young people to our business. It must be one that does not retard the growth of small agencies, small advertisers and small publications. And above all, it must be one which makes a measurable contribution to the well-being and economy of the country."

DECREE DOESN'T CALL FOR DRASTIC ACTION

AAAA's position was wrapped up by President Frederic R. Gamble in a statement issued May 28, after the last of the defendants in the Justice Dept.'s antitrust suit had followed AAAA's earlier lead and signed consent decrees:

MR. GAMBLE

NOW THAT all the defendant associations in the antitrust action have settled their parts of the action, a statement may be in order about what the settlements mean, especially in relation to recent speeches and published statements by some executives of client companies and the Assn. of National Advertisers.

It remains true, as I said at the time of the 4A settlement, that there is no need for anything drastic to happen to any part of the advertising industry. Only the associations that were involved in the action are affected and only collective actions by them.

The settlements did not and do not in any way relate to the compensation arrangements among individual agencies, media and adver-

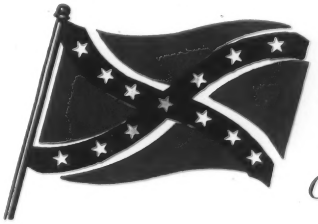
The Rugged Courage..

The rugged courage of such heroes as Robert E. Lee, J.E.B. Stuart, "Stonewall" Jackson vitalizes the inheritance behind our expanding, industrial South. Today's economic growth stems similarly from the courage and vision of modern leaders who link the traditions of the old South and aggressive progress of the new.

WRVA-TV—Richmond's own (and newest) television station—forges another bond in this strengthening chain. Closely tied to Richmond tradition for over 30 years through long-respected WRVA Radio, WRVA-TV continues the finest standards of creative leadership, imaginative programming, community service through experienced, competent and responsible management.

WRVA-TV *belongs* to Richmond. Its highest aim will be to earn the continuing loyalty of Richmond viewers.

Represented nationally by Harrington, Righter and Parsons, Inc.



WRVA-TV

Richmond, Va.

CBS Basic *Channel* 12

C. T. Lucy, President Barron Howard, Vice President and General Manager James D. Clark, Jr., Sales Manager

tisers. Such arrangements are specifically exempted.

Several advertiser speakers have recently referred to the settlements as "reason" for raising the subject of agency compensation. There is no need for them to do this, other that that they wish to do so.

They have stated that a number of advertisers wish to determine the compensation of their agencies. Since each advertiser can increase his agency's compensation any time he wishes, their only point must be the wish to reduce it.

Each agency determines the quantity and quality of the service it can afford to deliver within the income available to it in relation to the needs of its clients and within the framework of competition.

Some of these advertisers have resented the agency's "tie to media" because of the media commission method. That agencies "represent" media is an erroneous idea. They do not. They serve media by making the *advertiser's* advertising succeed.

The important thing about the media commission method of compensating agencies is that it supplies the incentive for the development of advertising by advertising agencies. In order to earn those commissions, the agency must successfuflly develop, service, place and collect for the advertising. Until this has been done, the agency does not earn or receive any media commissions.

The agency develops and services advertising and takes the credit risk for the media, in return for the commissions allowed.

It is the media commissions which make the agency an *advertising* agency. It is the media commissions which enable agencies to be paid in proportion to the use made of their creative work.

Determining the value of creative work is widely recognized as difficult. The commission method has evolved over the years to do this and to do it better than any of the many other methods which have been tried and found wanting.

Media commissions are the basis of the great incentive system which has produced our great agency business, the largest and most skillful in the world.

Divorce advertising agencies from media commissions and you would destroy this great incentive system which is so vital to advertising.

The greatest danger in these recent proposals, it seems to me, is that creative quality might be reduced through efforts to lower agency compensation.

If this should happen, the advertiser would be hurt the most by the loss of advertising effectiveness.

The economy can ill afford to lose advertising power at this important stage in our development.

Media would also lose some of the great advertising volume which has been developed.

The agency would probably be hurt the least since the agency, by reducing its expenses below its income, could remain in business.

Media and agencies have recognized that the success of the advertiser is paramount. If the advertising succeeds for the advertiser, it also suceeds for the media and for the agency.

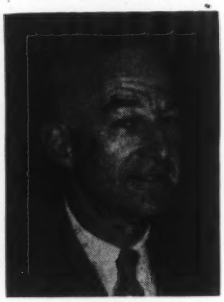
Successful advertising depends on high-quality creative work.

And so it follows that all those who are devoted to making advertising succeed should do everything in their power to continue to raise—and never to lower—the quality of advertising creative work.

ADVERTISER POSITION

Continues from page 39

individual agencies review their client-agency relations in the light of the current basic changes in the scope and function of agency service—and regardless of whether media sees fit to grant agencies a commission or not—appraise the real value of the agency services required to accomplish the company's objective; and, instead of excluding the matter of compensation as heretofore under the 15% commission system, definitely consider it as a prime responsibility of the advertiser.



MR. WEST

"The most significant development of all," Mr. West concluded, "is the fact that under this impetus, forward looking ANA members, working with their agencies, are already taking steps to do exactly that . . ."

23-YEAR-OLD ANSWERS MAY NOT APPLY TODAY

ANOTHER speaker at the Pebble Beach meeting on May 16 was John B. McLaughlin of Kraft Foods, chairman of the ANA Special Study Committee on Agency Compensation:

". . . Because somebody may jump to the conclusion that the sole purpose of this [ANA special study] committee will be to change the agency-commission system and attack its validity, let's quickly endeavor to clarify the purpose of the committee and try to bring this situation into proper focus.

"First let me say what we are *not* going to do: we are *not* going to attempt to either destroy, change or champion any particular method of agency compensation. Nor are we going to enter into general discussions on the larger area of agency-client relationships. We already have a committee in ANA, chairmanned by Don Frost, of Bristol-Myers, which is effectively studying this broad subject. The new 'Study Committee' has been created for the sole purpose of studying the *specific* subject of methods of agency compensation, because of the terrific interest currently aroused in the subject by the consent decree. And, our work will be confined to this one problem. Of course, the problem must be studied in the light of the effect it *has* on good and productive client-agency relationships.

MR. McLAUGHLIN

"Because the signing of the consent decrees and the whole government action were dramatic news—many people seem to think of it as the sole reason for advertisers' interest in the subject and are assuming that the 'clients' are seizing on this opportunity to change the present system and swing the big stick. We don't think this is at all true. Prior to the consent decree, advertisers had been 'blocked' from 'doing anything about it'—now the problem has a possibility of solution through individual negotiation.

"I think we have to face the fact that this question of agency compensation and this, of course, involves the question of buying direct from media at net rates, did *not* spring into being on the first of February, or even last May. It's something advertisers have been thinking about for a long, long time. Actually, many an advertising manager, or director, has been under pressure from his top management for answers that he didn't have—and the recent legal fireworks have again started top managements' queries all over again. . . .

". . . Henry Little [of Campbell-Ewald, Detroit, 1955 chairman of the 4A's] may be absolutely correct in his assumption of the continued validity of the Young study. On the other hand—he might be wrong. Many people in both the advertiser and the agency areas feel that conditions are *not* the same as they were '23 or 24 years ago'—and we should *not* assume that what may have been a good system then is still a good system now. It may be, but at least let's review, study, and take a searching look at it . . .

". . . I can assure you that there are many advertisers who do not accept the simple statement that the 15% commission system is 'good for advertising'—that it promotes the use of advertising. A long time ago that may have been true—today—no. Advertising is now an established and accepted function in our business economy—as are banking and financing. We believe that the successful and productive employment of advertising by industry to the tune of nine billion dollars annually will do more to promote the use of advertising than a compensation system with which many advertisers are not completely happy.

"Advertisers are looking for an answer in terms of what would be best for all—the primary consideration, of course, being what is best for the building of our businesses. But they do want a solution that will adequately and properly compensate for services rendered by advertising agencies, as well as media . . .

". . . The road has been cleared to discuss honestly, frankly, and without preconceived notions—calmly—in a businesslike manner, financial relationships without criticism, resentment, or any necessity for feeling unethical. There are many services today for which we compensate our agencies which are in no way involved with their deal with media. Let us examine these—evaluate—and agree to their price—not for the purpose of *necessarily* reducing the agencies' compensation, but more with the view of seeking a method of compensation that is more in keeping with today's sound business practices . . .

WHAT'S THE BEST WAY FOR BRISTOL-MYERS?

A THIRD SPEAKER at the ANA Pebble Beach meeting was Donald S. Frost of Bristol-Myers, who spelled out the steps his company planned to follow in reviewing the compensation question with its three agencies (BBDO, Young & Rubicam, and Doherty, Clifford, Steers & Shenfield):

". . . At this moment, I am not really certain if we want to make any change, or if so, what revisions in the method of compensation should be formulated . . .

"Let's face it, there are many important and recognized advantages to the agency, to the media, and to the advertiser in the uniform 15% commission system . . .

". . . We are going to make a complete and

The lady from Boston is spending an unusual lot of time watching TV this summer. For the programs on her favorite station—WBZ-TV—seem better than ever.

And better they are! We're stepping up our whole June-July-August programming effort on WBZ-TV. We're spicing up present programs, adding new ones, and backing them all up with big, bright promotions.

Such programming is sure to help you sell more this summer in the country's sixth richest market. Get availabilities and prices. Phone Herb Masse, ALgonquin 4-5670, Boston or call A. W. "Bink" Dannenbaum, WBC General Sales Manager, MUrray Hill 7-0808, New York.

In Boston, no selling campaign is complete without the WBC Station . . .

WBZ 4 TV

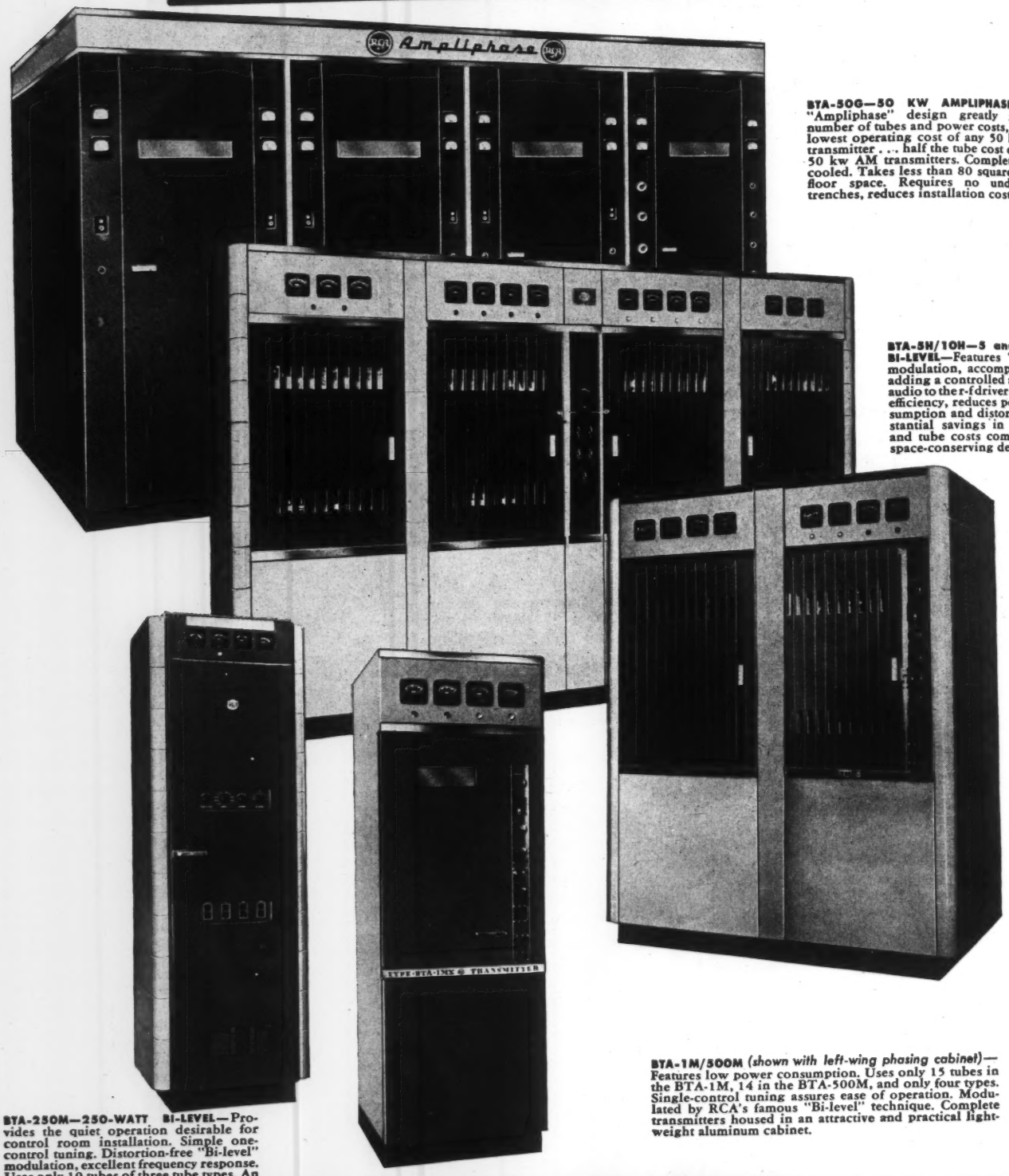
W B C

WESTINGHOUSE BROADCASTING COMPANY, INC.

RADIO	TELEVISION
BOSTON—WBZ+WBZA	**BOSTON**—WBZ-TV
PITTSBURGH—KDKA	**PITTSBURGH**—KDKA-TV
CLEVELAND—KYW	**CLEVELAND**—KYW-TV
FORT WAYNE—WOWO	**SAN FRANCISCO**—KPIX
PORTLAND—KEX	

KPIX REPRESENTED BY THE KATZ AGENCY, INC.
ALL OTHER WBC STATIONS REPRESENTED BY PETERS, GRIFFIN, WOODWARD, INC.

the truth about...



BTA-50G—50 KW AMPLIPHASE—New "Ampliphase" design greatly reduces number of tubes and power costs, assures lowest operating cost of any 50 kw AM transmitter . . . half the tube cost of older 50 kw AM transmitters. Completely air-cooled. Takes less than 80 square feet of floor space. Requires no under-floor trenches, reduces installation costs.

BTA-5H/10H—5 and 10 KW BI-LEVEL—Features "Bi-level" modulation, accomplished by adding a controlled amount of audio to the r-f driver, increases efficiency, reduces power consumption and distortion. Substantial savings in operating and tube costs combine with space-conserving design.

BTA-250M—250-WATT BI-LEVEL—Provides the quiet operation desirable for control room installation. Simple one-control tuning. Distortion-free "Bi-level" modulation, excellent frequency response. Uses only 10 tubes of three tube types. An ideal "economy package."

BTA-1M/500M *(shown with left-wing phasing cabinet)*—Features low power consumption. Uses only 15 tubes in the BTA-1M, 14 in the BTA-500M, and only four types. Single-control tuning assures ease of operation. Modulated by RCA's famous "Bi-level" technique. Complete transmitters housed in an attractive and practical lightweight aluminum cabinet.

RCA AM transmitters

FOR 25 YEARS RCA broadcast transmitters have been widely acknowledged as *the* best. During this period they have been the transmitters most often chosen by those stations which wanted, and could afford, the very best. Thus they early became, and have remained, the standard to which all others are compared.

Unfortunately, some stations have believed that they could not afford such quality—no matter how much they wanted it. Today any station can "afford" one of these top-quality transmitters. In fact, it is hard for us to see how a station can afford *not* to buy one.

Why is this so? Simply because today RCA transmitters cost only a very little more than the lowest-priced (sometimes no more). And the small extra original cost (if any) is more than made up for by these two *facts:*

1. RCA transmitters are generally less expensive to operate. This is so because in almost every power class RCA transmitters either use less power, or have lower tube cost (in some cases both).

2. RCA transmitters almost always have higher resale value. This becomes very important when you go to higher power, or if you should decide to sell your station.

What is the moral? Simply this: don't jump to the conclusion you can't afford RCA. We believe you can, and we would like an opportunity to prove it. Call our nearest *AM Specialist* (see list). He will be glad to go over your situation with you, give you the benefit of his (and RCA's) broadcast equipment knowledge, and leave with you a complete and fair proposition. With such *facts* at hand you can make a correct decision. There's absolutely no obligation. You owe it to your station to find out. Act now!

Typical AM Tower

See Your Nearest Radio Broadcast Sales Representative

ATLANTA 3, GA.
522 Forsyth Bldg., Lamar 7703

BOSTON 16, MASS.
200 Berkeley Street, Hubbard 2-1700

CAMDEN 2, N.J.
Front & Cooper Streets, Woodlawn 3-8000

CHICAGO 54, Ill.
Delaware 7-0700 Merchandise Mart Plaza, Room 1186

CLEVELAND 15, OHIO
1600 Keith Bldg., Cherry 1-3450

DALLAS 1, TEXAS
1907-11 McKinney Avenue, Riverside 1371

DAYTON 2, OHIO
120 West Second Street, Hemlock 5585

HOLLYWOOD 28, CALIF.
1560 N. Vine Street, Hollywood 9-2154

KANSAS CITY 6, MO.
1006 Grand Avenue, Harrison 6480

NEW YORK 20, N.Y.
36 W. 49th Street, Judson 6-3800

SAN FRANCISCO 2, CALIF.
420 Taylor Street, Ordway 3-8027

SEATTLE 4, WASHINGTON
2250 First Avenue, South, Main 8350

WASHINGTON 6, D.C.
1625 K Street, N.W., District 7-1260

RADIO CORPORATION of AMERICA
BROADCAST AND TELEVISION EQUIPMENT
CAMDEN, N. J.

detailed analysis of all the activities the agencies are currently doing for us under the *present* set of ground rules . . . From such a study should develop a true picture of the present agency activity on our account and a better indication of what it means to us. I know that it must seem remiss, but we honestly do not have such a picture in full focus right now . . . and I doubt that too many advertisers do.

"For instance, I tried to get in touch with some of our agency people just last week. The particular people I wanted in all three of our agencies were at a convention in Florida with representatives of our sales department. I didn't know they were going to be there. I don't know how important it was for them to be there. I don't know if it was at our request or because they were just sick and tired of March in May in Manhattan.

MR. FROST

"I do know that it cost the agency money for them to be there and that this expense was covered by the agency commission.

"Would we have sent them if we were paying the expenses directly? I doubt it. Therefore, my question—'Was this the best place for the agency to be expending time, talent, and money on our account?'

"This is only one minor example, but I know there are many services which the agencies perform, the importance of which might not stand up under close scrutiny. Because these services are now covered under the present blanket of the agency commission, we use them —but do we actually need them? Only by thorough study and evaluation will we be able to find out . . .

"After completing such an analysis, it is my intention to get together with our agencies and agree with them upon an Operating Procedure which will spell out what we want and believe we should expect from our agencies . . . I will want them to tell me what is involved in performing the services we need—and what it costs them to provide these services. In some cases this may require new costing and accounting procedures on the part of the agencies, but I feel that such information is necessary in a proper consideration of the particular service involved.

"In other words, I do not believe we can afford to continue on the basis of what amounts to giving the agencies a blank check equal to 15% of our total appropriation without knowing more about what we are getting in return for this expenditure than we do today. Or putting it another way—I am in complete agreement with an advertiser who put it this way: our particular interest is not so much what we pay for what we get as it is what we get for what we pay . . .

". . . I do not expect our agencies to have their heads in the sand. I fully expect that they are going to discuss the question with us fairly and objectively. I fully expect that they will realize we are approaching them *not* in order to get cut-rate advertising service, but only in the desire to establish our joint effort on a more efficient, more economical, more realistic, more business-like platform.

"If they believe that continuation of the present system is the proper basis for operation, we expect them to say so—and to justify it.

"We expect them to justify it not on the grounds of precedent—not just because that's the way it's always been—and that no one has anything better to offer.

"No—we want them to justify it on the basis of facts, of study, of analysis, to point out why in their estimation this is the best way for us to work together . . . if they believe it is. And I might add that their point of view has to be an extremely important consideration in any agreement of what we are going to do. They are each running a business—an important business to them, to us, and to other clients as well. Just as we expect them to approach the problem as it applies to us—so must we approach it with an understanding of how it applies to them as well.

"And at the same time I expect the agencies to explore with us the advantages and disadvantages of other methods of compensation in order to assist us in making up our minds regarding the desirability of a change.

"Along these same lines, I do not expect our agencies to base their case on the fiction that they are working for the media and, therefore, should be paid by the media on a basis established by the media. As far as we're concerned, our agencies are working with and for Bristol-Myers Co.—and if that point isn't clear to them by now, let them go to work for the media, and we'll get ourselves another agency that we'll be damned sure is working for us.

"I really don't mean to sound this tough, but this is a point that annoys hell out of me, and has been uttered more and more of late. This business has changed—the relationship of advertiser and agency has changed, the relationship of agency and media has changed. Let's all recognize it and operate realistically on the basis of today's conditions . . ."

NO 'LAISSEZ FAIRE' IN MODERN MANAGEMENT

ANOTHER FORUM at which advertiser views were spelled out was ANA's third annual Budget Control Workshop, held June 7 in New York. ANA President West told that meeting:

". . . The sound policies and efficient practices demanded of management under present-day conditions, whether it be general management or advertising management, will not condone a *laissez faire* attitude which has been all too prevalent in the past. Advertising management must be accountable for the amount and the kinds of services it gets from the agency and the final authority on how much the company will pay for the required agency services and the basis on which it will pay for those services. By the same token, it is the agency's prerogative, as an independent, outside purveyor of skilled professional services, to determine what services it will provide the advertiser and at what cost . . .

"Under any honest appraisal, many past practices will not stand up too well to careful scrutiny in the light of sound management concepts . . . And it is also true, I believe, that the traditional 15% commission system of the past has been accepted without sufficient questioning of its merits weighed against actual practices and in too many cases it has been used as a crutch or coverall.

"Responsible advertising management simply cannot condone that kind of loose practice. . ."

PUT THE AGENCIES ON A TIME CARD

IRA RUBEL, who operates a New York accounting firm that specializes in the advertising field, also addressed the ANA workshop meeting:

". . . The most intelligent approach to this problem of agency compensation is not an attack on the commission system but rather an effort to determine how an advertiser and his advertising are affected by the system . . .

"When we have studied accounts to determine what an agency should be paid for its services, we have often found that advertiser and agency haven't done enough planning together to see eye to eye as to what work the agency ought to do and how much skill, time and costs should be devoted to each area of work. Agencies have sometimes developed their services without giving the advertisers a sufficient part in planning what work should be done, who should do it, and how much emphasis should be used in each part . . .

"Considerable inquiry among advertisers has led me to the conclusion that there are few who would like to reduce the quantity or quality and therefore the cost of agency service for they realize that the effectiveness of the advertising is all important. On the other hand, there are advertisers who would like a greater part in plannning what the agency is to do for the compensation it receives.

"The commission basis, while not a perfect system of agency compensation, has provided enough income to cover costs and a modest profit even though certain types of accounts and advertising programs will require more costly work than the 15% commission provides and in other more exceptional cases, advertisers' programs throw off more commission income than is required to provide the service needed . . .

"Some say the 15% commission is a reasonable price because it provides pay in proportion to the use made of the material. On the other hand, in our profit economy the price of goods and services usually is based on an efficient producer's cost plus a reasonable profit. But when one speaks of creative personnel service there is no scientific measure that I know of that is a complete index of value . . . When the importance of the 'the effectiveness of advertising' is better understood, advertisers will strive for more effective creative work and . . . agencies will need more compensation to do this kind of work. This is one reason that a measure of the adequacy of the agency's compensation is so important . . .

"One measure of value is the price that an efficient producer needs to cover his costs plus a reasonable profit. It is precisely this kind of a basis that I propose be used to test the reasonableness of the 15% commission for advertising agency service . . . I propose that agencies establish hourly rates for each kind and grade of service they perform; that the people who work on accounts keep a record to show how much time has been devoted to each client's work . . .

"This hourly rate can be used to compare the cost of doing the work in the advertiser's own department with the cost of doing it on the outside. It can be used to determine the cost of performing each area of work, to help plan how much to spend to perform each function . . .

"It is up to the agencies to find satisfactory means to convince their clients that they are earning what they are getting. This will require more scientific methods to evaluate the results accomplished by the agency's work. The commission system can continue to work as the main basis of agencies' compensation—the floor upon which to build, but agencies should apply another measure to show that the value of the service they perform is in proportion to the compensation they receive . . ."

Black Bear
Euarctos Americanus
Buffoon of Michigan's North Woods, the Black Bear is one of the state's top tourist attractions. The young are born in a rocky cave, hollow tree, dense thicket, or in a bed beneath the snow.
Original sketch by conservationist Charles E. Schafer

Put your money where the people are

The bare facts are that the Bruin Family hasn't a nickel to its name, never listens to the radio, never buys soap, toothpaste, or anything else you advertise.

Enjoy the Black Bear when you visit Northern Michigan. But when it comes to radio advertising, put your money where the people are—on WWJ, first in Detroit in experience, acceptance, and audience-pleasing personalities.

70 per cent of Michigan's population commanding 75 per cent of the state's buying income is within WWJ's daytime primary area. In the Detroit area alone, over 3½ million people drive nearly 1⅓ million cars and spend over $5 billion annually for retail goods.

WWJ AM AND FM **RADIO**

WORLD'S FIRST RADIO STATION

Owned and operated by **The Detroit News**

NBC Affiliate

National Representatives: Peters, Griffin, Woodward, Inc.

The OK group now has 1,500,000 Negroes in its coverage area

Reach your Negro audience with a primary signal and a locally accepted Negro DJ that is the leader in his area.

The dollar per thousand is the lowest cost of any station or group of stations in this area. No other station or group of stations can match The OK Group offer.

Located in the hottest sales potential area in the Mid-South and the Gold Coast of the Gulf Coast, this group of stations reaches Negro buyers with outstanding Negro personality air salesmen in each market . . . a proven and tested formula for increased sales.

SALES are what you'll

WBOK	No. 1 Negro & Hillbilly
WXOK	No. 1 Negro Station
KAOK	No. 1 Negro - Hillbilly
KYOK	No. 1 Negro Station
WLOK	A Good No. 2 Station

$22.06* A SPOT

*312 TIME RATE

FOR 5 OF THE HOTTEST SALES POTENTIAL CITIES in the SOUTH

A Low Cost Buy . . . One Contract . . . One Affidavit . . . One Billing

Nobody . . . but nobody can reach more people or sell more goods at a lower cost per thousand on the Gold Coast of the Gulf Coast and the Mid-South than The OK Group stations. Make the 3 or 5 station buy and save money . . . give your advertiser high powered local coverage at low priced cost.

Write or Call

Forjoe and Co. for La. and Tenn.

Stars National for Texas

Stanley W. Ray, Jr., Vice Pres. and Gen. Manager, 505 Baronne, New Orleans 12, La.

WBOK New Orleans **WXOK** Baton Rouge **KYOK** Houston **KAOK** Lake Charles

Special Offer

3 top Mid-South markets

Memphis
Low Cost Negro Buy

New Orleans
No. 1 Negro Station

Houston
No. 1 Negro Station

All Primary Coverage
All Local Personalities

MEMPHIS NEW MEMBER OF THE GROUP

WLOK

DIAL 1480

1000 WATTS WITH 5000 WATTS APPLICATION PENDING

like about the South!

1,250,000 NEGROES

$14.92* FOR ONE SPOT IN ALL 3 MARKETS

*312 TIME RATE

Extra Promotion! Extra Sales!
Extra Listeners!
Unmatched by competition.

the OK Group

Brother Joe May

America's Greatest Negro Male Spiritual Singer. Known and Loved by all Negroes.

Featuring Two Great Air Personalities

Hunky Dory

A frantic knocked out jive air salesman that has brought a new breath of fresh air to Memphis

CANE COLE, a hot jive man.
R. L. WEAVER, a live spiritual DJ.
JAY STORM, skilled Negro News Announcer.

WLOK Memphis

FROM OUT OF THE PAST, A PRIMER FOR THE PRESENT

HERE are the views of one of advertising's senior citizens on the newly revived issue of how advertising agencies should be compensated. They were written in 1933 by James Webb Young, then a U. of Chicago professor who formerly had been a vice president of J. Walter Thompson Co. and who now is senior consultant at JWT as well as former chairman of The Advertising Council.

Mr. Young's study was commissioned by a group of advertisers, agencies and media, and was published by the U. of Chicago Press under the title "Advertising Agency Compensation in Relation to the Total Cost of Advertising." It is widely accepted as the most thorough appraisal yet made of this controversial subject.

Assn. of National Advertisers, then as now desirous of seeing advertisers get more direct control over what they pay agencies, challenged his conclusions at the time and undertook to rebut them, but they prevailed nevertheless. Advertisers today maintain that the situation has changed materially since 1933, making Mr. Young's conclusions less valid now than then. Agencies on the other hand maintain that they are still eminently correct. Mr. Young himself told B•T last week that he had reviewed his report in the light of today's debate but found no reason to revise the views he expressed then. Here, reprinted with Mr. Young's permission, is a slightly condensed text of the "conclusions" from his report:

THE HISTORY of the advertising agency clearly shows that no advertiser, publisher,* or agency-owner deliberately planned and set up the agency structure as it exists today.

Instead, this history exhibits perfectly the process by which, as one student of society describes it, every social institution grows, namely, "that the men (involved in it), each struggling to carry on existence, unconsciously cooperate to build up associations, organization, customs and institutions which, after a time, appear full grown and actual, although no one intended, or planned, or understood them in advance."

The advertising agency came into existence and developed in association with the periodical publishing business. But its history makes clear the fact that no publisher created it. It would appear truer to say that the agency created the modern publisher, by taking what was originally a by-product of the publishing business and making its sale so valuable that the entire economics of publishing was changed.

In particular, no publisher planned or created either the method or the rate of agency compensation in force at any given time. These always grew out of agency experience, and each individual publisher accepted or rejected either the one or the other, as his own profit experience or competitive conditions dictated. As that experience has, at times, disclosed a long-run value to the publisher in a given course of action or development he has, individually or collectively, affirmed and supported that long-run and general view against the short-run and individualistic view. But such publisher "legislation" with regard to agency compensation always took place after the fact, when agency practice had disclosed the profit trend.

Not since its very earliest days does the advertising agency appear, in the real sense of the term, as the "agent" of the publisher. Men who enter the agency business have always done so, typically, as independent entrepreneurs, risking their own capital and seeking a profit in their own ways, in competition with other ways. In selling what they had to sell, or in performing what they undertook to perform, they have served the interests of both publishers and advertisers when either found it profitable to engage them to do so. They have never had any franchise from either.

In his search for a profit the agency operator or advertising man has tried many ways of finding it. He has sought it by promoting the sale of advertising space alone; by offering a creative advertising service alone; by offering advertising counsel alone; by working for some one advertiser alone. And he has tried these ways at all periods and at all sorts of prices.

Of all the methods tried, that which consistently proved most productive for a certain sort of man was found in promoting and facilitating the use of the periodical publisher's space. Out of this activity grew the advertising agency.

It was a part of this experience that the agency mechanism developed the greatest efficiency where its price basis was stabilized, its choice of media the most impartial, and its competition for the advertiser's patronage on the basis of creative service rather than price. The demonstration of this by leading agencies led the publisher to recognize that he had a vital interest in supporting and encouraging one type of agency operation as against another.

This publisher support accelerated the development of the agency as we know it today. Crystallizing in the publisher's recognition standards, it protected the agency in its development of new advertisers; furnished a check on inexperience in the agency business; set a public-opinion standard for agency compensation; encouraged the expansion of agency service; and weeded out the men who could not compete in the delivery of that service.

The individual advertiser's interest is in the final cost of advertising to him. In this final cost there are two major factors: the price of the publisher's space and the use the advertiser makes of that space. In terms of true cost, that is, results, the use made of space is the most important of these two cost factors.

The price of the publisher's space, that is, his advertising rate, depends at any given moment on a complex of interrelated factors. But in the long run the governing factor will be the total available volume of advertising. As volume increases, the publisher's rate will tend to go down; and as volume decreases, his rate will tend to go up.

These results will be delayed, and even reversed at times, by competitive and other factors affecting the publisher's price, but in the long run volume will determine the advertising rate.

The individual advertiser, therefore, has an interest at stake in the maintenance of the total volume of advertising. This interest is long run and indirect, where the publisher's is immediate and direct, but it is none the less real. It would appear to follow that the individual advertiser has an interest also at stake in the total advertising volume promotion and protection activities of the agency—unless these activities conflict with the advertiser's more direct interests in the effective use of space for himself.

The possibility of such a conflict is expressed in the idea that the agency's counsel is vitiated: (a) by the fact that it has an incentive to sell advertising as a whole; (b) by the fact that not all forms of advertising are equally profitable to the agency to sell.

This idea has some basis in fact. There are undoubtedly cases where such a conflict has worked to the disadvantage of the advertiser.

However, there exist within the agency, and in agency competition, powerful checks and balances to any short-range view in serving the individual advertiser. The agency has its strongest incentives, not in the immediate profit to it from a given kind of advertising, but in maintaining the confidence of each advertiser and in doing all in its power to make him a successful and satisfied user of advertising.

That these incentives work in an overwhelming majority of cases is testified to by advertisers. Few advertisers have any criticism of their agencies as a service mechanism. They consider it as one necessary or desirable for their business; they value the services received from it; and many believe they coud not supply

*Editor's Note: Mr. Young explained at outset that "throughout this report the word 'publisher' is used to denote the owner of any kind of advertising medium—the man who gives publication to the advertising message in any form." At that time radio's growth was ahead of it (there were 490 stations, according to the report) and television was yet to come.

KRON-TV'S NEW MERCHANDISING PLAN
FOR DAYTIME ADVERTISERS (before 7:30 P.M.)
*featuring "IN-STORE SPECTACULARS"**

COLORFUL . . . ANIMATED
SALES-PRODUCING

***Colorful, animated figures that move back and forth on wires elevated above all other merchandise in the store.**

Call the "Colonels" of Peters, Griffin, Woodward, Inc. or Norman Louvau at KRON-TV for complete details of this exclusive new merchandising plan.

San Francisco

KRON TV

AFFILIATED WITH THE S. F. CHRONICLE AND THE NBC-TV NETWORK ON CHANNEL **4**

beyond this
keyhole lies the
richest untapped
market in the
carolinas,
right in WITNland.

witn
channel 7
NBC

serving eastern north carolina
transmitter at grifton, n. c.
studios & offices at washington, n. c.
316,000 watts
headley-reed co., rep.

themselves with such services as efficiently or as cheaply in any other way. The specific services which they receive show that many agencies, at least, operate in fields in which there is either no direct profit incentive or a limited one. And the majority of advertiser-agency relationships are on a basis of intimacy and confidence.

That the agency is primarily an advocate of advertising as a method of securing results may be accepted as basic to its operations. This is its function, and it appears to be most valued by advertisers as a whole when it devotes itself strictly to this function. As an advocate it cannot claim complete impartiality; it can only claim that it has the usual business incentives to advocate wisely.

Within its functions as an advocate of advertising the agency has some limitations as to forms of advertising. Its strength is that it has fewer of these than any other advocate.

What is probably true is that, by and large, the agency does not study and develop the possibilities of non-commissionable advertising. In these, either no organized medium exists, or the publisher competes with the agency in creative service, or the advertiser has been unwilling to supply an incentive for the agency.

Inequitable Distribution

The major question raised about the advertising-agency structure, and the only criticism of it made by any considerable number of advertisers, is that it operates to distribute its costs inequitably among advertisers.

At all levels of expenditure, from the highest to the lowest, there are advertisers who are satisfied with agency compensation in their own case. The majority of advertisers have no criticism on this score. But also, at all levels of expenditure, there are advertisers who feel that their agency receives an excessive compensation for the services performed in their case, and the percentage of such advertisers is substantial in groups with expenditures above $500,000.

However, even some advertisers who are satisfied with agency compensation in their own case hold the view that what the advertiser buys from the agency is personal service. They see it as a defect in the structure that, having bought this service, the advertiser is asked to pay for it, not a price determined by the quantity and quality of the thing he buys, but a price determined by the quantity of another thing [space], which has no necessary direct relation to what he wants and buys from the agency.

As a corollary to this, some advertisers feel that the agency is tempted to offer, and the advertiser to accept, services which are unneeded or could be secured cheaper elsewhere, and that this leads to extravagance and waste, and hampers the advertiser's freedom of choice in securing the service he wants.

The table of agency profits by accounts shows clearly that high rates of net profit are currently produced by some accounts at all levels. Therefore, at any given moment, in any given agency, there are accounts on which the rate of profit is high as measured against the current service to the individual advertiser. It is, therefore, natural for such advertisers to consider their costs excessive, measuring them as they do in terms of their individual service only.

In this sense the distribution of agency costs is inequitable: currently and directly some advertisers get more service than they pay for; some get less.

This same type of inequitable or uneven distribution of costs runs through other parts of the advertising structure, although they are not so discernible as in a direct comparison between agency service and income for a given advertiser. Thus the agency commission is unevenly distributed as between individual periodical publishers, the large publisher paying more than it costs at times to service advertisers in his publication, and the small publisher paying less. Similarly, a whole class of publishers may at times be said to carry in their rate the cost of the agency's work in developing the use of a new and competing medium.

It may be clearly seen that this uneven distribution of agency costs to advertisers does not occur on a volume of expenditure basis. There are high rates of profit on some small accounts and there are losses on some very large accounts. At all expenditure levels there are both losses and profits from current operations on individual accounts. It is seen that the causes of these variations are many, and volume of expenditure is only one factor in the result.

The only exception to this appears to be where expenditures run above $3 million on a single product. In such cases the volume factor appears to outweigh all other variables and to produce a consistently high rate of net profit. It is possible that this weight of the volume factor begins to operate when expenditures on a single product go above $1 million, but from the evidence available this is not sure.

All the foregoing and other criticisms of the method and rate of agency compensation are rooted in the same idea: that the advertiser should secure advertising counsel and service separate from the purchase of advertising space.

It is, of course, a fact that the advertiser is now free to do this if he chooses, and some advertisers do so. But it is also a fact that he must now pay a premium to secure service in this way.

The practical difficulty with this idea arises from the fact that, whereas some advertisers would like to buy service and space separately, no publisher can afford to sell space alone.

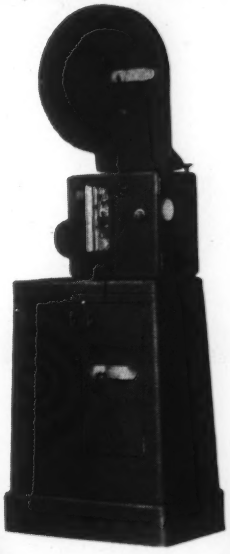
The fact that some advertisers will buy advertising space without urging, and that some will provide themselves with skillful service for the use of this space, appears beside the point. In some form and through some mechanism the publisher will always attempt to stimulate the use of his space with creative advertising conceptions, and to minimize the hazards of its use by providing experience for the inexperienced. The cost of this will be borne somewhere in the publisher's price structure and be paid in part by all advertisers, as in other merchandise where service in its use is a necessary part of its sale. This will create a service organization with which other organizations selling service alone will be unable to compete.

Nothing Sacred About 15%

There is nothing sacred about this [15%] rate, and it has varied from time to time, and from 25 to 10%. At all times it has been set primarily by agency experience and has been accepted or rejected by individual publishers as they saw fit.

The question of what is an excessive income in any given case is difficult to answer. That in agency operations there do occur occasional combinations of circumstances which produce incomes which might be called excessive is probably true. That the agency structure as a whole, or on the average, tends to produce excessive incomes for its personnel does not appear true, when the hazards involved, the talents employed, and the contributions made are considered.

The question whether this total cost of 15%



- long-lived, slow-speed sprocket 3-2 intermittent
- intermittent operates in oil bath
- spring-loaded, side-guided film trap at aperture
- resolution exceeds 600 lines throughout field
- corner illumination at least 85% that of center
- local or remote operation possible
- film capacity permits two hours continuous operation
- less than 0.25% flutter
- 50 to 8,000 cycles frequency response, adjustable at high and low ends
- many other features

all this ...and NOW COLOR TOO

yours with the new

GPL 16mm. Telecast Projector

Now you can telecast high quality color, economically. GPL has made its 16mm. telecast projector more outstanding than ever by adapting it to either single-vidicon or three-vidicon operation. Either way you get the bright, clear pictures for which this projector has long been noted in studios all over the country. What's more, you can change over earlier GPL 16mm. models to color at a very moderate cost.

Among the many features of the new projector are color 3-2 intermittent *with 30% application time* and single phase synchronous motor. There are separate drive and take-up motors, both self-lubricated.

The newest GPL 16mm. telecast projector, like preceding models, is ruggedly built and highly economical to operate. Lamp life is extended by reduced stand-by voltage that eliminates thermal shock. The sound system, of course, remains unexcelled.

Write, wire or phone for detailed information.

GPL

GENERAL PRECISION LABORATORY INCORPORATED

PLEASANTVILLE, NEW YORK

A SUBSIDIARY OF GENERAL PRECISION EQUIPMENT CORPORATION

What sold you on

*Broadcast Monday through Friday, on KNXT Los Angeles; KPIX San Francisco; KFMB-TV San Diego; KFRE-TV Fresno; KERO-TV Bakersfield; KBET-TV Sacramento; KOIN-TV Portland; KTNT-TV Seattle-Tacoma. Available as a complete group or the six California stations only. Get details from CBS Television Spot Sales.

"Panorama Pacific"?

Both Nielsen and ARB! They show that "Panorama Pacific"* has more viewers...higher ratings...a bigger share of audience than any other Pacific Coast network early-morning show. And within reach of the eight CBS Television Pacific Network stations carrying the show are 93% of the Coast's television families. Perfect way to *cover the Coast* at one fell swoop!

could be more equitably distributed among advertisers is a pertinent one. It appears clear that any attempt to distribute it by a so-called "sliding scale" based on volume alone would produce at least as many inequities as the present method. As between two advertisers, each expending $100,000, one would still need, demand, and get more service than the other. Likewise, any attempt to distribute these costs on the basis of pieces of advertising material prepared, and other service factors, is defeated by the variable factors in each individual agency's costs. Only by offering the advertiser a plan in which he may choose which services he would buy, and what quality of skill in those services he wanted, could a charge more nearly approximate to the cost of each advertiser's service be made. Under such a method of charging, some advertisers would gain immediately and currently. But such a method would also return agency service to a price-competitive basis, with the deterioration in that service which has always resulted from agency-price competition. It would reduce the agency's freedom to create and protect advertising and to judge what services were needed to do this. This would result eventually in a lower volume of advertising and a higher advertising rate or it would throw back on every individual publisher a creative cost which would inevitably appear again in his rate structure.

There does not appear to be any other basis for agency charges than the one now made as long as the promotion necessities of publishers call for the maintenance of a pool of service for all advertisers and all publishers. So far as the individual advertiser and individual publisher is concerned, the cost of this service would appear to be an item of unallocatable overhead which can only be distributed more or less arbitrarily in proportion to volume.

There remains only the question whether from the distribution of these costs, by the general rules above, the small group of advertisers with expenditures exceeding $1 million on a single product should in any degree be exempt.

In advertisers of this class there is the same difference of opinion about agency compensation as is found in other cases. Some are entirely satisfied with it in their own case; some are not.

There seems to be a widespread suspicion that most of the very largest advertisers place their business at less than card rates. All the evidence is to the contrary.

They Do Get Extras

What is true is that the very large advertiser receives a quantity and quality of service, collateral and direct, in excess of that received by most advertisers. He often receives without extra charge collateral services for which other advertisers pay, and sometimes receives them in large degree. He always receives the maximum abilities of the agency personnel.

This type of advertiser also usually receives the most valuable, though intangible, contributions which agencies make. With few exceptions, such advertisers are in the group whose products are most dependent on the creation of selling ideas expressed in advertising copy. The highest type of advertising skill is exerted in their behalf.

The rate of net profit on these accounts is high and the rewards therefrom to the ablest agency personnel are high. Some advertisers consider these rewards too high for what they receive; some equally large advertisers do not. The difference in views seems to depend largely on how an advertiser values the intangible quality factors in advertising service, for which no standard of measurement is possible.

Because such advertisers are few in number and do not represent a very high percentage of the total advertising volume, it is probably true that some modification could be made in the distribution of service costs to them without seriously impairing their own direct services or the service to advertisers as a whole.

But it must be pointed out that there are many smaller advertisers whose accounts produce as high rate of net profit, and who on other grounds than volume have as good claims for relief from part of the general cost burden. Further, that large publishers can equally claim the justice of carrying a lower percentage of the services costs in their rate.

It would seem that the flat rate, in which all publishers and all advertisers carry in proportion to volume a share of the total direct and indirect costs of the advertising service structure, is either right for all advertisers and publishers or wrong for all.

The conclusion of the examiner is:

That the method of advertising agency compensation now in force is the most practicable one for maintaining the true and long-run interests of all advertisers and all publishers.

That the rate of compensation is not excessive for the structure as a whole.

That all advertisers and publishers should bear, in proportion to volume, a share of both the direct and the indirect costs of the structure.

San Joaquin Valley TV Families . . .

DO WHAT COMES NATURALLY

Tune to UHF TV Stations!

100% of the Homes in this, the World's Richest Farm Market can receive...

. . . KJEO TV channel 47

4600 ft. above sea level

175,000 TV Homes

ARB Area Report Released in February

O'NEILL BROADCASTING COMPANY

P.O. Box 1708. Represented Nationally by the Branham Co. Fresno, Calif.

you don't just *LEAP..*

Unlike this gentleman, we consider it foolhardy to plunge into anything without first having all the facts in hand.

When we make sales calls, intelligent advance preparation stands behind them. It's a ruling premise of successful representation for successful television stations.

Knowledge of advertisers' problems and station background is not only important, but necessary to the salesman eager for and interested in getting the most for the stations he represents.

All this — plus hard work and conscientious effort for a *limited* group of stations — add up to an outstanding calibre of performance. What it means in profitable results is, we think, worthy of examination by others.

Harrington, Righter and Parsons, Inc.

television — the *only* medium we serve

New York
Chicago
San Francisco
Atlanta

WCDA-B *Albany* ***WAAM*** *Baltimore* ***WBEN-TV*** *Buffalo* ***WJRT*** *Flint*
WFMY-TV *Greensboro* ***WTPA*** *Harrisburg* ***WDAF-TV*** *Kansas City* ***WHAS-TV*** *Louisville*
WTMJ-TV *Milwaukee* ***WMTW*** *Mt. Washington* ***WRVA-TV*** *Richmond* ***WSYR-TV*** *Syracuse*

In 1956 more Flint people are ready to spend more dollars in Flint

Now it's official.* The big, prosperous Flint market is second only to Detroit in Michigan. Right now more than 97,000 families total a record 330,000 ready-to-buy consumers. They're ready and *able to buy* with the Flint per Family Effective Buying Income for '55 at a remarkable $7,181. It looks like a big, bustling future for Flint . . . heart of Michigan Industry . . . largest General Motors plant city in the world. Bigger and better payrolls are on the way from Flint plants of Buick, Chevrolet, Fisher Body, AC Spark Plug, and Ternstedt. That means right now is the best time ever to sell Flint . . . and WFDF can help you do it. Just call Katz to make the job really easy!

* SM 1956 Survey of Buying Power

Represented Nationally by the Katz Agency

sell it on flint's 1st station WFDF

NBC Affiliate

Associated with: **WFBM AM & TV** Indianapolis — **WOOD AM & TV** Grand Rapids — **WTCN AM & TV** Minneapolis-St. Paul

THREE new vice presidents have been elected at Foote, Cone & Belding, New York. They are (l to r): Donald Anderson, account executive, Clairol account; Catherine H. O'Brien, copy supervisor, Pepsodent account, and Howard Connell, group copy head.

Admiral Corp. Appoints Henri, Hurst & McDonald

APPOINTMENT of Henri, Hurst & McDonald Inc., Chicago, as agency for the bulk of its radio, tv and other advertising was announced by Admiral Corp. Thursday [AT DEADLINE, June 11].

Edmond I. Eger, Admiral vice president for advertising, said the agency would handle newspaper, magazine and printed materials for Admiral's electronics and appliances divisions as well as broadcast media. Admiral is spending about $17 million on overall advertising this year, according to Ross D. Siragusa, its president. Henri, Hurst & McDonald succeeds Russel M. Seeds Co. [B•T, June 4].

While no radio-tv plans were reported at this time, it was confirmed that Admiral is dropping Bishop Fulton J. Sheen's *Life Is Worth Living* on ABC radio-tv and is buying participations on NBC-TV's *Today* and *Tonight*, with purchases estimated in some quarters at about $2.5 million.

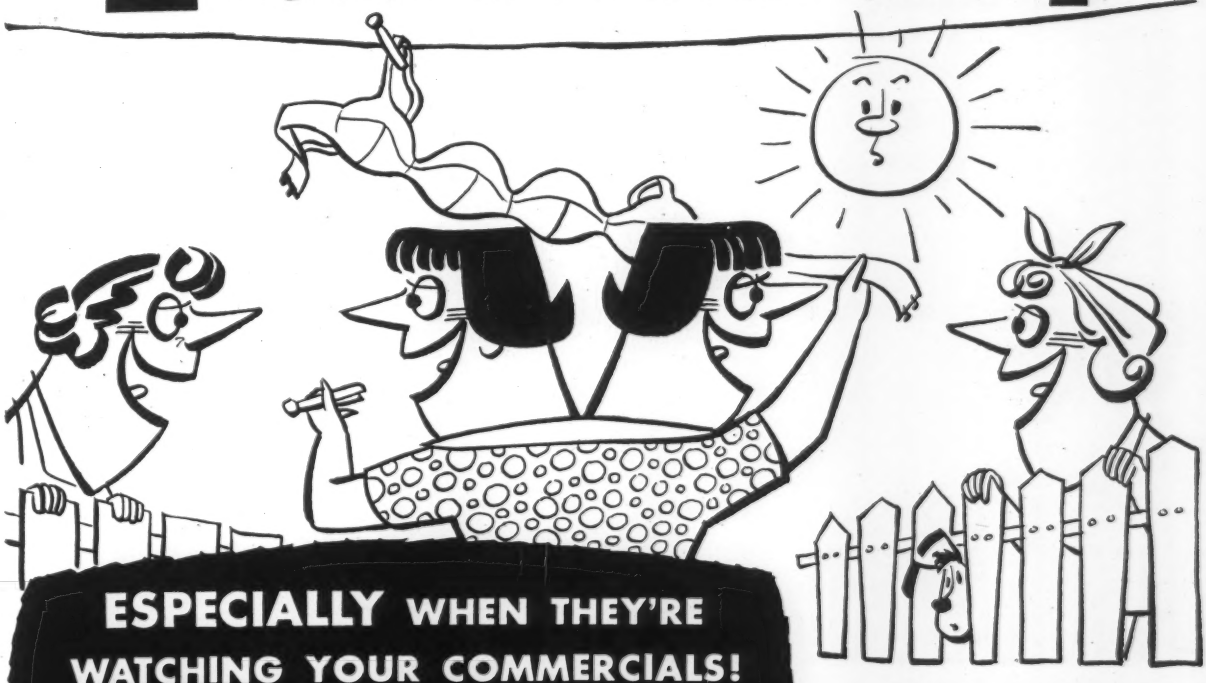
Compton in New Quarters

COMPTON ADV., New York, moves into its new quarters at 625 Madison Ave. today (Monday) where it acquires double the space it had heretofore. The new offices were needed because of the rapid growth of the agency which in two years had outgrown the available space at 261 Madison. As explained by Compton's President Barton A. Cummings, the agency, which in the past two years had a billings rise of 30%, increased personnel to 500. The agency, meanwhile, also was expanding in Los Angeles, acquiring the floor space of the now-defunct Biow Co.'s office in Hollywood and that of W. H. Hunt & Assoc., which Compton absorbed early in the spring.

Ford Sets Summer Series

RE-RUNS of filmed programs from the 1955-56 *Ford Theatre* on NBC-TV will form the basis of two series to be carried on NBC-TV this summer. The *Ford Summer Theatre* will be telecast on Thursdays (9:30-10 p.m. EDT), starting July 5 under the sponsorship of the Ford Motor Co., Dearborn, Mich., through J. Walter Thompson, New York. The second series, still untitled, will be presented on Saturdays (9:30-10 p.m. EDT) under the alternate week sponsorship of the Purex Co., Southgate, Calif., through Weiss & Geller, Chicago, and Whitehall Pharmaceutical Co. through Ted Bates & Co., New York.

2 heads are better than 1



ESPECIALLY WHEN THEY'RE WATCHING YOUR COMMERCIALS!
And in the Portland, Oregon Market
KOIN-TV delivers
OVER TWICE THE AUDIENCE
of any other station!

ABSOLUTE RATING LEADERSHIP IN EVERY AUDIENCE SURVEY—

- 52.8% Share of Audience
- 14 out of Top 15 Weekly Shows.
- 9 of Top 10 Monday-thru-Friday Shows.

(ARB, Portland, February 1956)

HIGHEST TOWER

MAXIMUM POWER

EXCLUSIVE COVERAGE of the Full Portland, Oregon Market

- 317,700 Television Families of 30 Oregon and Washington Counties with
- $2,694,644,000 in Total Effective Buying Income who spent
- $1,978,434,000 in Retail Sales during 1955 are
- YOURS ONLY WITH KOIN-TV.

Statistics: Sales Management Survey of Buying Power, May, 1956

KOIN-TV

Channel 6 — Portland, Oregon

CBS

THE BIG MR. SIX IN THE WEST

Represented Nationally by CBS Television Spot Sales

FREE PLUGS SUPPORTED, SAYS COSMETIC COMPANY

Helene Curtis Industries says several radio and tv stations have reacted favorably to Purse Spray gratis publicity.

SEVERAL radio and tv stations have expressed favorable reaction to a concerted plan by Helene Curtis Industries Inc. to slip free plugs for its new Purse Spray product into women's programs, it was reported last week.

The plan came to light when at least two station operators protested the solicitations as out-and-out free time bids and suggested that the company purchase spots for suggested 45-second scripts extolling the product.

The suggested plugs were contained in promotion letters circularized to about 90 tv and 1,600 radio stations by Troy Knowles, public relations director of Helene Curtis Industries. He reported expressions of interest from 15 or 20 television and 50 radio outlets, indicating they would be prepared to go along with the free product plugs. The plan apparently was developed without the knowledge of the agency involved—Earl R. Ludgin & Co., Chicago. There were no indications Thursday that Helene Curtis had purchased any spot radio or tv for the new product, although the firm is a substantial network tv advertiser.

Contacted by B•T, Mr. Knowles said:

"Thousands of companies are doing the same thing. The question of free versus paid time assumes that the only thing newsworthy is on a commercial. Development of Purse Spray (a purse-sized hair spray that fits into a woman's handbag) is news. It is similar to product announcements sent to women's editors of newspapers. We are trying to develop a list of women's editors on radio-tv stations who would be interested in such a newsworthy product."

In his communication to broadcasters, Mr. Knowles suggested that "if you have a local woman's show that uses beauty items, we'd like to send you our news releases from time to time. That is, of course, provided the emcee would like to receive them. Enclosed is a sample of the type of material we will be sending out: A suggested 45-second script and a fact sheet on our newest product, Purse Spray." Mr. Knowles claimed that "we have recently undertaken the public relations activities of all Helene Curtis divisions . . ."

Refers to 'Crank' Letters

Mr. Knowles acknowledged frankly he had received some turndowns and dismissed these as "crank letters from little radio stations which are starving for business." On the other hand, he said, quite a few expressed interest, particularly tv stations "from whom there was not a single crank letter." He added that stations were not obligated to participate in the plan and "so far as they know, I'm a potential time-buyer." The "crank letters," he suggested, were not from broadcasters who wanted to sell him time anyway and merely wanted to irritate him.

Mr. Knowles said circulation was limited in radio to those stations with approximate "750 w power" and those who would be expected to employ women's editors or directors. He said responses are still coming into his office.

One midwest broadcaster, in replying to Mr. Knowles, enclosed his rate card and noted his station carries no free product plugs. He expressed hope "your campaign to plant free time on radio is a failure." He noted pointedly his station is in business to make money.

Another midwest station operator cited its audience coverage claims and suggested Helene Curtis "spend money" to reach that audience. He felt the company could get its product to the people "for less money than you can mail out promo sheets." He cited coverage claims for a women's program on his station.

Hazel Bishop Drops Whiteman; Series May Be Picked Up Later

BEFORE it could get on the air, the "new" *Paul Whiteman Show* has been dropped at least temporarily by Hazel Bishop Inc. for its Once-A-Day cosmetics in the Tuesday 8:30-9 p.m. EDT NBC-TV slot. Substituted is *This Is Show Business,* created by Irving Mansfield, who also will produce the new series that will start June 19. The "old" *This Is Show Business* was on CBS-TV until about three years ago. The program features variety acts and panel discussions.

Raymond Spector Co., Hazel Bishop's agency, said only that Mr. Whiteman and the agency had mutually decided "to delay the commencement of the series until early fall" because they felt the new Whiteman show "has such great potentialities." The agency also noted that negotiations are in progress with two major networks for the Whiteman program. This was the second time within two months that plans for a summer program starring Mr. Whiteman had been shelved. Originally, ABC-TV had been thinking of placing the orchestra leader in a new series that would have begun April 26.

First in Kentucky—

"The Blue-Chip Buy in the Bluegrass State"

Romance and glamor aside, there's one Kentucky institution you can't afford to miss. It's WAVE-TV, *first by far,* in Kentucky and Southern Indiana television.

First In CHANNEL — Brilliant Channel 3!

First In COVERAGE — Effectively serves 173,000 more TV families than Louisville's second station!

First In PROGRAMMING — The best from NBC and ABC, plus topnotch local shows!

First In ADVERTISING — Carries more local and national advertising, year in and year out, than Louisville's other TV station!

First ON THE AIR — More and better experience, by more than a year!

WAVE-TV

CHANNEL 3 LOUISVILLE

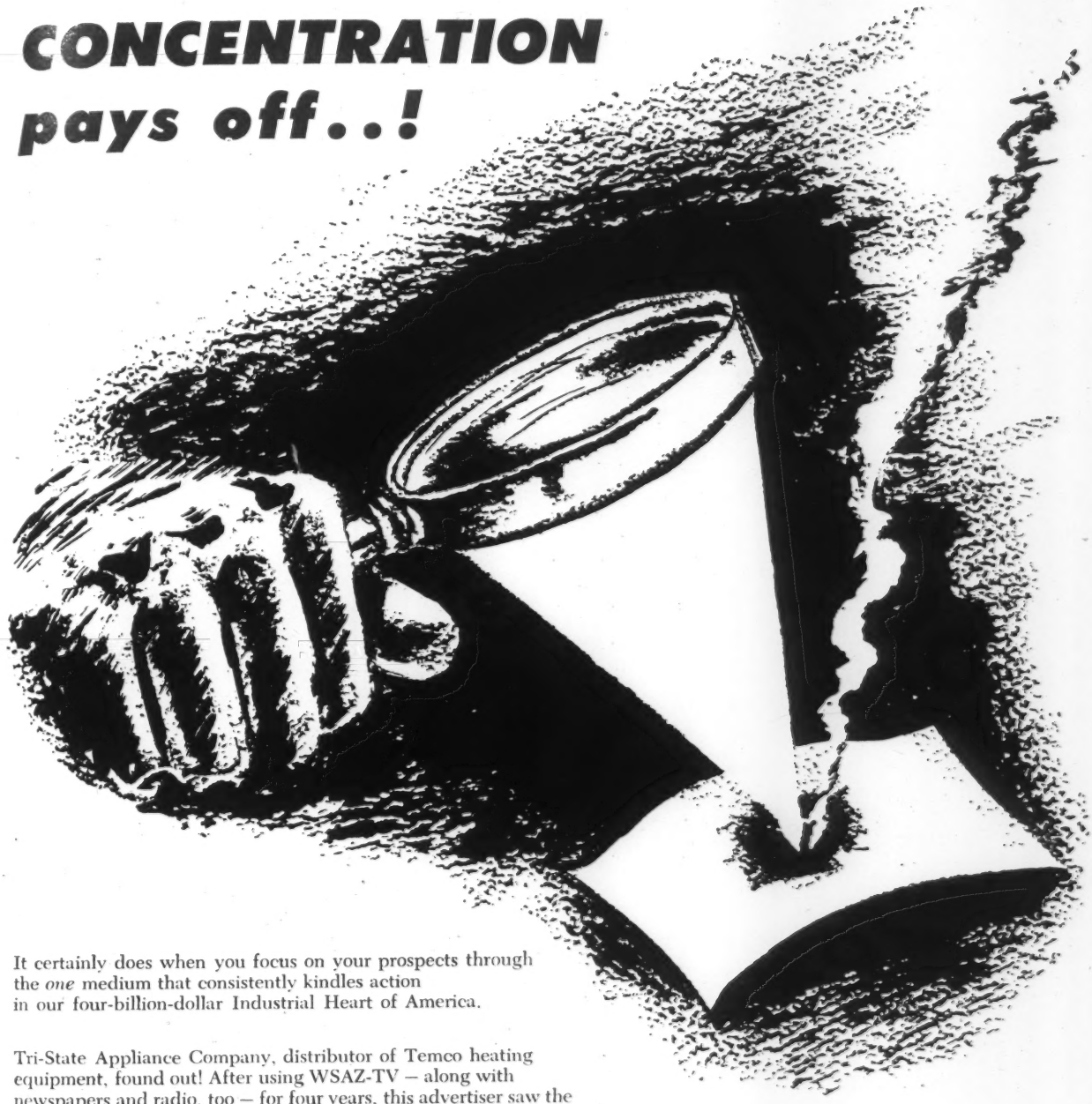
FIRST IN KENTUCKY

Affiliated with NBC

NBC SPOT SALES

Exclusive National Representatives

CONCENTRATION pays off..!



It certainly does when you focus on your prospects through the *one* medium that consistently kindles action in our four-billion-dollar Industrial Heart of America.

Tri-State Appliance Company, distributor of Temco heating equipment, found out! After using WSAZ-TV – along with newspapers and radio, too – for four years, this advertiser saw the major share of its sales consistently developing from television.

So, starting last September, Tri-State Appliance's *entire* advertising budget went to WSAZ-TV – and *only* WSAZ-TV – for a concentrated campaign of eight spots each week.

That was all it took to touch off a blaze of results. *"Because of this concentrated advertising,"* says Tri-State's general manager, *"we experienced a 100% increase in our sales over the like period of the previous year."* Dealers are delighted. Same type of campaign planned for Fall, 1956.

No need for us to be modest. Similarly warm praise comes from many advertisers who know how WSAZ-TV can light a fire under their sales in its 101 rich counties. Spark some results for yourself by calling the nearest Katz office.

Huntington-Charleston, West Virginia
CHANNEL 3
Maximum Power
NBC BASIC NETWORK

WSAZ

TELEVISION

also affiliated with Radio Stations WSAZ, Huntington & WGKV, Charleston
Lawrence H. Rogers, Vice President and General Manager, WSAZ, Inc.
represented nationally by The Katz Agency

ENTERING network television for the first time, the Douglas Fir Plywood Assn., Tacoma, Wash., has signed for sponsorship on NBC-TV's *Home* show (11-12 a.m. EDT). Present for the contract signing (l to r): Victor Kaufman, vice president, Condon Co. advertising agency, Tacoma; John Ritchie, Douglas advertising director, and Walter G. Tolleson, NBC.

Sponsors Keep NBC-TV Time

PUREX Corp., South Gate, Calif., and Speidel Corp., Providence, R. I., will continue to occupy the Saturday, 7:30-8 p.m. EDT time slot on NBC-TV throughout the summer, having substituted *Down You Go* for *The Big Surprise* beginning last Saturday. *Down You Go* previously was seen on ABC-TV, Thursday, 9:30-10 p.m. EDT. Agencies are Norman Craig & Kummel (Speidel) and Weiss & Geller (Purex).

Four CBS Radio Programs Bought by General Foods

GENERAL FOODS Corp. (Kool-Shake beverage mixes), White Plains, N. Y., has signed for eight-week sponsorship of four CBS Radio daytime dramatic shows, it was announced last week by John Karol, vice president in charge of CBS Radio network sales. Through Foote, Cone & Belding, Chicago, General Foods began weekday sponsorship June 6 of seven and one-half minute portions in *This Is Nora Drake* (2:30-2:45 p.m. EDT), *Young Dr. Malone* (1:30-1:45 p.m.), *Road of Life* (1-1:15 p.m.) and *Romance of Helen Trent* (12:30-12:45 p.m.).

Mr. Karol also reported that two other daytime dramatic programs are scheduled to return to CBS Radio. They are *Right to Happiness* (Mon.-Fri., 2:05-2:15 p.m. EDT), and *Pepper Young's Family* (2:45-3 p.m. EDT), both starting July 2. Daytime serials in new time periods are *Aunt Jenny* (1:15-1:30 p.m.) and *Second Mrs. Burton* (2:15-2:30 p.m.).

The Nation's 50th Market*

* CBS Report to FCC 1955

served by

WSPA-TV

200,000 WATTS

POPULATION*
1,780,500

FAMILIES**
457,700

TOTAL TV SETS**
286,765

* Sales Management 1954
** RETMA. Dec. 31, 1955

WSPA-AM and WSPA-FM were the first Radio stations in South Carolina and the First CBS stations for the Spartanburg-Greenville Market.

WSPA-TV is the FIRST CBS VHF station for the Spartanburg-Greenville Market.

THE SPARTANBURG-GREENVILLE AREA
IS A MUST BUY FOR TELEVISION
IN THE CAROLINAS

Spartan Radiocasting Co.
Spartanburg, S. C.
Walter J. Brown President

REPRESENTED BY HOLLINGBERY

CHANNEL WSPA TV SPARTANBURG, S.C.

COLORCASTING

Advance Schedule Of Network Color Shows
(All times EDT)

CBS-TV

June 23 (7-7:30 p.m.) *Gene Autry Show* William Wrigley Jr. Co., through Ruthrauff & Ryan (also June 30).

June 26 (7-7:30 p.m.) *Bob Crosby Show,* participating sponsors (also June 29).

NBC-TV

June 18 (7:30-7:45 p.m.) *Gordon MacRae Show,* Lever Bros. through BBDO.

June 19-22 (3-4 p.m.) *Matinee,* participating sponsors (also June 25-29).

June 20 (10-10:30 p.m.) *This Is Your Life,* Procter & Gamble Co., through Benton & Bowles.

June 24 (5-5:30 p.m.) *Zoo Parade,* sustaining (also July 1, 8, 15, 22, 29).

June 25 (8-9:30 p.m.) *Producer's Showcase,* "Happy Birthday," Ford Motor Co., Kenyon & Eckhardt and RCA through Kenyon & Eckhardt, Al Paul Lefton and Grey.

June 26 (7:30-7:45 p.m.) *Dinah Shore Show,* Chevrolet Motor Div. of General Motors Corp., through Campbell-Ewald (also June 28).

June 30 (5-7 p.m.) *Olympic Tryouts,* sustaining.

July 15 (7:30-9 p.m.) *Sunday Spectacular,* participating sponsors.

July 23 (8-8:30 p.m.) *Producer's Showcase,* Ford Motor Co. through Kenyon & Eckhardt and RCA through Kenyon & Eckhardt, Al Paul Lefton & Grey.

[Note: This schedule will be corrected to press time of each issue of B•T]

Mr. Turner helps drive home a point!

Hadley Turner is the president of Turner & Cook in Southfield, Massachusetts. He's shown here hefting one of the special rawhide mallets his firm makes for Western Electric. Making them was all in the day's work for Turner & Cook which has worked with rawhide since the middle 1770's.

The point? Simply this: Year after year, we at Western Electric rely heavily on the special skills and experience of other companies to help us do our job as manufacturing and supply unit of the Bell System. We count on this help so much we're constantly trying to uncover sources of supply. The payments we make to these companies benefit the communities in which they are located.

Last year we did business with 30,000 firms (90% of which had less than 500 employees) in over 3,000 cities and towns, in every state. And for their help we paid out roughly a billion dollars (about 55% of our 1955 gross receipts). These dollars helped pay workers, taxes, rents and many other business costs in communities all over the country . . . from Southfield to San Diego. Perhaps in your community, too.

Western Electric

MANUFACTURING AND SUPPLY UNIT OF THE BELL SYSTEM

A GROUP of nearly 50 Chicago timebuyers and other agency-client representatives took an "excursion into Vitascan color" conducted by WITI-TV Whitefish Bay (Milwaukee) and the Branham Co. June 8. Prepared for luncheon and tour of WITI-TV color facilities, after alighting from a bus, are (l to r): Dudley Brewer, Branham Co.; Hal Toleman, Armour & Co.; Kay Morgan, Earle Ludgin & Co.; Richard Stevens, Young & Rubicam; Douglas Burch and Harry Furlong, Leo Burnett Co.; Mary Rita McDerott, Branham Co.; Irene Hess, Ruthrauff & Ryan; Beverly Haldeman, Compton Adv. Inc.; Helen Stanley, Leo Burnett Co.; Joe Hall, Leo Burnett Co.; Bob Clark, Leo Burnett Co.; Esther Anderson, McCann-Erickson, and Ed Kasser, Ruthrauff & Ryan.

Morrow Staffers Join HH&M

EIGHT members of Tim Morrow Adv. Inc., Chicago, have joined Henri, Hurst & McDonald Inc., same city, along with Tim Morrow, founder and creative head [AT DEADLINE, June 4], Martin Zitz, HH&M president, has announced. As new HH&M vice president, Mr. Morrow will continue to service eight clients from his agency. Also joining HH&M are Kay Whitehead, media; Robert Peota, production; Ted Carton, copy, and five others. Henri Hurst & McDonald reportedly billed about $8 million in 1955.

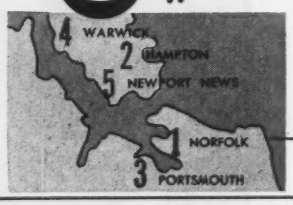
TO REACH THE HOME-FOLKS, RIDE THE "LOCALS"

Looking for an outstanding local personality to take your television message to the five-city* WTAR-TV market? Andy Roberts, singing star with such big names as Jimmy Dorsey, Gene Krupa and Sauter Finegan and now a Monday-Friday mid-day feature on WTAR-TV is your boy.

It's "theatre-in-the-round" with Andy Roberts and his combo surrounded by enthusiastic fans both in the studio and in their homes.

Available for "Class C" participations.
Write or call your Petry man or WTAR-TV Norfolk.

CBS *



WTAR-TV CHANNEL 3 NORFOLK, VA.

Represented by Edward Petry & Co., Inc.

General Foods Spots Back 'Register and Vote' Drive

PUBLIC service and product publicity have been combined by General Foods Corp. in serving the Advertising Council with 60, 20 and 10-second tv film spots for the council's "Register and Vote" campaign.

GF, through its agency, Benton & Bowles, last week announced that it's giving the council a series of spots featuring Spring Byington, star of the food manufacturer's *December Bride* show on CBS-TV. Benton & Bowles, currently the volunteer agency for the council's "Better Schools" drive, suggested the Byington spots as a means of serving the public while at the same time promoting the CBS-TV-Maxwell House show. In addition to bearing all production costs, GF will furnish 500 free prints of each tv spot to the council for tv station-network distribution.

Of note is that none of the films mention either sponsor or program, but rely instead on the audience's identification of Miss Byington as the star of her own show. The sponsor also said that it will extend similar facilities to other council campaigns, such as the Red Cross and anti-forest fire drives.

Electronics Investment Fund Ends First Year With Gains

GROWTH of 25.9% in net assets—from $9,150,000 to $11,522,046—in its first year of operations ended last April 30 has been reported by Electronics Investment Corp., an investment fund which first began continuous offerings of its shares to the public May 13, 1955. Net asset value increased from $4.57 to $4.93 a share.

According to Charles E. Salik, EIC's president, the fund now has more than 13,000 shareholders. The fund observed that the electronics industry gross product totaled $200 million at the end of World War II and anticipated a 1956 volume of $10.8 billion, nearly $1 billion above last year. Noted too were "exciting developments," such as video tape recording, and the prospects for still more, i.e. "final tests in color and wall television."

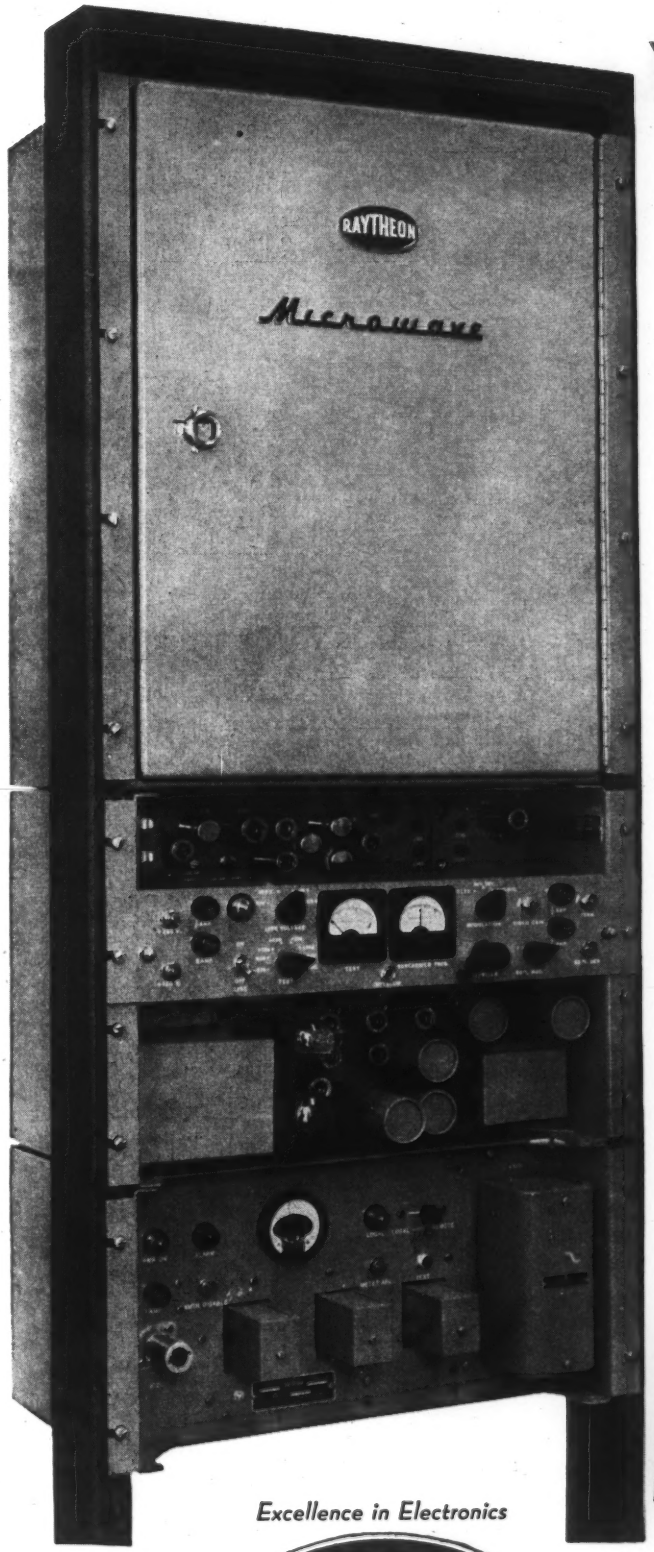
Nielsen Official Outlines Progress of Audience Survey

THE PROGRESS of audience research since the first such survey was made for radio was outlined by E. P. H. James, vice president of A. C. Nielsen Co., in a speech last week before the Chicago Junior Chamber of Commerce.

Mr. James described methods by which radio and tv listening and viewing habits of American families now are measured and recorded by precision electrical and electronic meters. He showed his audience a copy of the first radio audience survey, made for NBC in 1928.

Mystik Plans Tv Campaign

MYSTIK Adhesive Products Co. (Mystik tape), Chicago, is drawing up plans for a tv spot campaign to promote its color cloth tapes this fall. Agency is George H. Hartman Co., Chicago. Mystik completed a joint radio-tv spot drive in selected markets May 1 and will use newspapers in 26 cities to supplement its television campaign. Specific radio-tv plans have not been worked out yet. The advertising program was announced by Harry Feuer, newly-appointed advertising and merchandising director for Mystik, with target date of Sept. 9.



NOW AVAILABLE

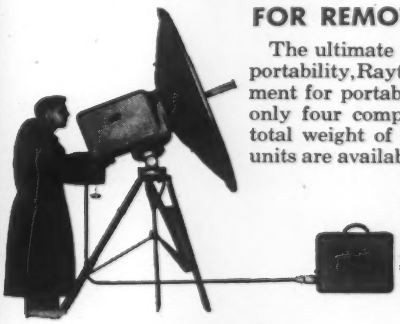
RAYTHEON KTR SERIES TV MICROWAVE LINKS FOR RACK MOUNTING

To meet your need for permanent TV relay installations, Raytheon now provides its famous KTR series links for fixed as well as portable use. Retaining all of their fine performance features, the KTR-100 and KTR-1000 (100 mw and one watt) are now available rack mounted for the 6000 and 7000 mc bands.

A new accessory system offers remote control of important transmitter and receiver functions and also includes an alarm circuit. Both rack-mounted and portable units can be operated with waveguide extensions. A ferrite isolator eliminates long-line effects, thus permitting indoor operation and maintenance of the entire equipment, with the antenna system separated from the radio equipment by as much as 100 feet.

In nearly 200 television stations*, Raytheon KTR links provide monochrome or color with simultaneous program audio transmission at lowest cost with greatest reliability. With the addition of rack mounted units, Raytheon now serves you with the most complete line in the industry.

PORTABLE KTR UNITS FOR REMOTE PICK-UPS



The ultimate in simplicity and portability, Raytheon KTR equipment for portable use consists of only four compact units with a total weight of 162 lbs. Portable units are available for all bands—color or monochrome with audio channel—if desired.

*Names on request.

Excellence in Electronics

RAYTHEON

For complete information, please write Dept. 6120.

RAYTHEON MANUFACTURING COMPANY

Equipment Marketing Department, Waltham 54, Mass.

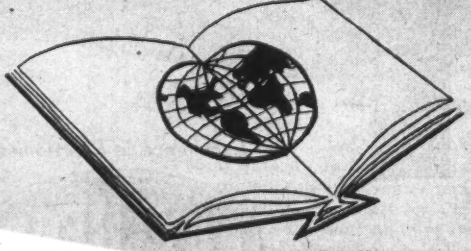
A-3012

RUNYON MADE THE WHOLE WORLD LAUGH!

BROADWAY'S
biggest hit!
GUYS and DOLLS

HOLLYWOOD'S
box office smash!
LITTLE MISS MARKER

Best Selling Short
Stories
ALL AROUND THE WORLD



Nationally Syndicated Column
COAST-to-COAST

...and on TV there's FUN FOR ALL with

DAMON RUNYON THEATRE

.. just completed a laugh filled season for **ANHEUSER-BUSCH** on C.B.S. Television network.

NOW...

...via **SCREEN GEMS SYNDICATION** these **39 HILARIOUS HALF HOUR FILM PROGRAMS** based on **DAMON RUNYON'S** best selling stories featuring **PAUL DOUGLAS, BRODERICK CRAWFORD, VIVIAN BLAINE, THOMAS MITCHELL, DOROTHY LAMOUR, JACK CARSON** and many other stars . . .

. . . ARE READY TO PRODUCE HIGHER SALES FOR LOCAL—REGIONAL—NATIONAL SPOT ADVERTISERS!

presented by

SCREEN GEMS, INC.
TELEVISION SUBSIDIARY OF
COLUMBIA PICTURES CORP.
233 WEST 49 ST., NEW YORK 19, N. Y.

in association with **NORMANDIE PRODUCTIONS**

TV, MUSIC AND SOFT SELL: SMASH SCORE IN ST. LOUIS

They called them incompatible, but six years of success for the Laclede Gas Co.'s 'Musical Showcase' would indicate otherwise. Here's the story of how imaginative, prestige programming has paid off in incalculable goodwill for an institutional advertiser.

AN UNUSUAL local tv phenomenon occurred in St. Louis with the telecasting of the 200th *Musical Showcase* presentation, a locally sponsored and produced show. Two hundred telecasts of any local show is unusual, but even more so when the program boasts a symphony orchestra as the core of its music format.

The idea of *Musical Showcase*, sponsored by the Laclede Gas Co. of St. Louis, goes back to 1938, even before television had made an appearance in St. Louis. Laclede had just come back under local management, and the men behind Laclede's advertising and public relations program set a goal for themselves of more closely identifying Laclede as a public minded utility and, even more, a citizen and a part of the community. Twelve years later, on Oct. 8, 1950, the first Laclede show was telecast over KSD-TV. It has continued on that station every Sunday evening, except for summer vacation months, for the past six years.

Why a musical show—especially on tv where music formats seemed to be dead ducks because of the limitations they place on video? Laclede thought otherwise. The original advertising problem was to find the best way to reflect the character of the utility . . . to introduce and to mirror its personality. The medium had to project the voice and the interests of the utility—and by connotation, establish it as a "big" citizen, interested in the welfare of the community.

Laclede's advertising agency, D'Arcy, took on the job of producer, and, with a format considered to have poor visual appeal, and on an unheard of level, and speaking with a "low pressure" selling voice, and offering "high brow" music, the show got off to a start. What happened? The pay-off came immediately—in the form of letters and telephone calls from hundreds of St. Louisans, commendations from tv people, educators, and many civic minded individuals and groups—plus a tremendous rating that showed thousands of Smiths and Joneses in St. Louis were watching the show every Sunday night.

Six years have changed the show, but the basic format stays the same. The first telecast was actually a televised concert. Harry Farbman, assistant conductor and concertmaster of the St. Louis Symphony, conducted a sixteen piece orchestra comprised of members of that symphony, and Frank Eschen, the "dean" of St. Louis announcers, introduced the individual compositions.

The orchestra now numbers 24 members, and at times is supplemented to the extent of 36 members for special shows. Mr. Farbman still conducts the orchestra, and Mr. Eschen acts as the show's main m.c. But out of the original format have come several basic patterns for the present shows. The "Pops" program may feature compositions by the old masters, interspersed with popular composers such as Rodgers and Hammerstein, or Copeland, or Leroy Anderson. Another type of programming requires the talents of exceptional artists of national concert stature. For these shows, such artists as Thomas L. Thomas, Nadine Connor, Dorothy Maynor, Eugene List, Camilla Wicks and others have been brought to St. Louis. A third format is thematic. These shows present a particular mood, the music of a foreign nation, folk music, or special groups of musicians or singers, such as The Obernkirchen Children's Choir or The Arizona Boy's Choir.

In addition to the three formats above, several "special" shows are presented while

MAESTRO HARRY FARBMAN

the orchestra is on tour with the St. Louis Symphony. These are the *Musical Showcase* jazz presentations. In the past, the show has featured Eddie Condon, Ralph Sutton and Errol Garner, and in February of this year it presented a "Jazz Festival" in three parts. Lurlean Hunter and the Johnnie Pate Trio presented a half-hour of "Subtle Sounds" as Part I of the festival. Part II featured the Dave Brubeck Quartet in a program of "progressive" music, and Muggsy Spanier and his group blew their way through "Dixieland" as Part III of the series.

What kind of a selling job is the show doing? The statistics say the weekly viewing audience is between 500,000 and 750,000 persons. The average tab for each listener per show is accounted at around ½ cent. You might ask what kind of selling job you can do at that price. The answer, from Laclede and D'Arcy, is unanimously, "Splendid"! In St. Louis and the surrounding area *nine out of ten women cook with gas*. In St. Louis, "gas" and "modern" mean the same thing. Over its six years, the Laclede Show commercials have introduced and demonstrated every modern feature of nearly every major make of range and gas appliance. Besides the success reflected in sales and the maintenance of the lead over other types of cooking, Laclede and D'Arcy measure the show's worth by the tremendous amount of confidence the show has inspired in its widespread audience. The confidence in the name and the character of Laclede has spread over to demonstrations of confidence in the utility's commodity and its varied services.

Laclede's commercials are of the soft sell variety, and are used to demonstrate all domestic gas appliances, and for service hints and information. Besides appliances and the services of the utility, commercial time is also given to the support of many community projects and drives, and to Laclede's own special promotions such as poster contests on civic themes, The Bildor's Home Show, Laclede's teen age cooking contest (the "Chef Blue Flame Club") and major promotions such as the Mrs. Missouri contest Laclede sponsored in 1954. From the latter, Wanda Jennings of St. Louis emerged as "Mrs. America" of 1955.

Although the commercials are soft sell, their preparation is laborious and detailed. When only 1½ minutes of a half-hour show are devoted to commercial use, a lot of clarity in demonstration and benefit sell has to be refined and put into slick binding. In a music format the commercial cannot be allowed to lose the audience or startle them. Laclede's commercials are given by a quietly attractive young housewife with a casual, easy delivery. There are no prices or brands mentioned. The commercial is an invitation to consider the advantages of gas, the modern servant, in cost, in saving time, and in ease and dependability. In short, commercial production has been carefully bound between covers of relaxed good taste.

Commercial production is carefully planned. The production staff includes three agency writer-technicians who consult with the Home Service Dept. of Laclede to assure a woman's view toward appliances. Video effects such as space staging with lights, miniature appliances, and close-ups of food demonstrations are used to enhance video interest as well as to present informative messages with maximum illustration.

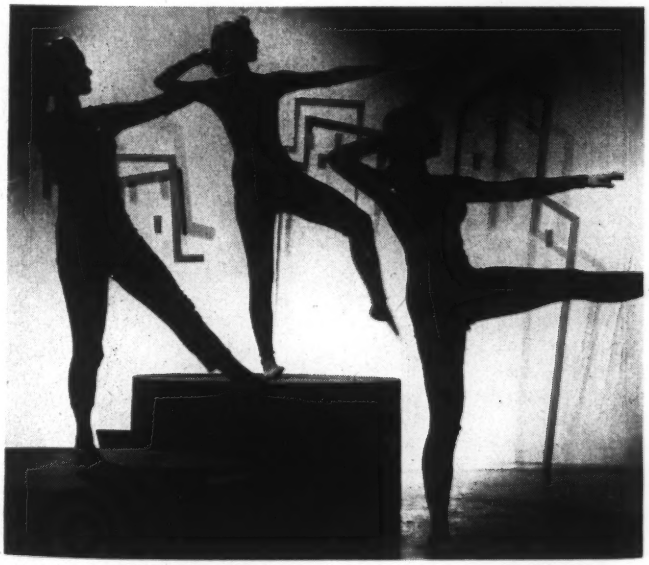
Because Laclede is interested in results that indicate listenership for its commercials, several times a year the commercial offers such give-aways as cook books and Christmas carol books. In the past year, both of the foregoing offers were snapped up to the tune of 5,000 each, the entire stock, after the second announcement. Besides give-aways, the commercials often outline the services of Laclede's home service unit. Free advice on all phases of homemaking, from recipe preparation to cleaning spill-spots on ranges, is constantly offered. A steady ringing of the home service telephones has convinced them of the commercials' effectiveness.

Overall show planning starts in the summer, and individual shows are usually two months in planning and preparation before they reach the cameras on Sunday nights. One of the greatest production problems is

THE ORCHESTRA: Cramped in space, but not in repertoire, it's proved in six years that serious music can make good local tv fare, attested by St. Louis' enthusiastic acceptance.

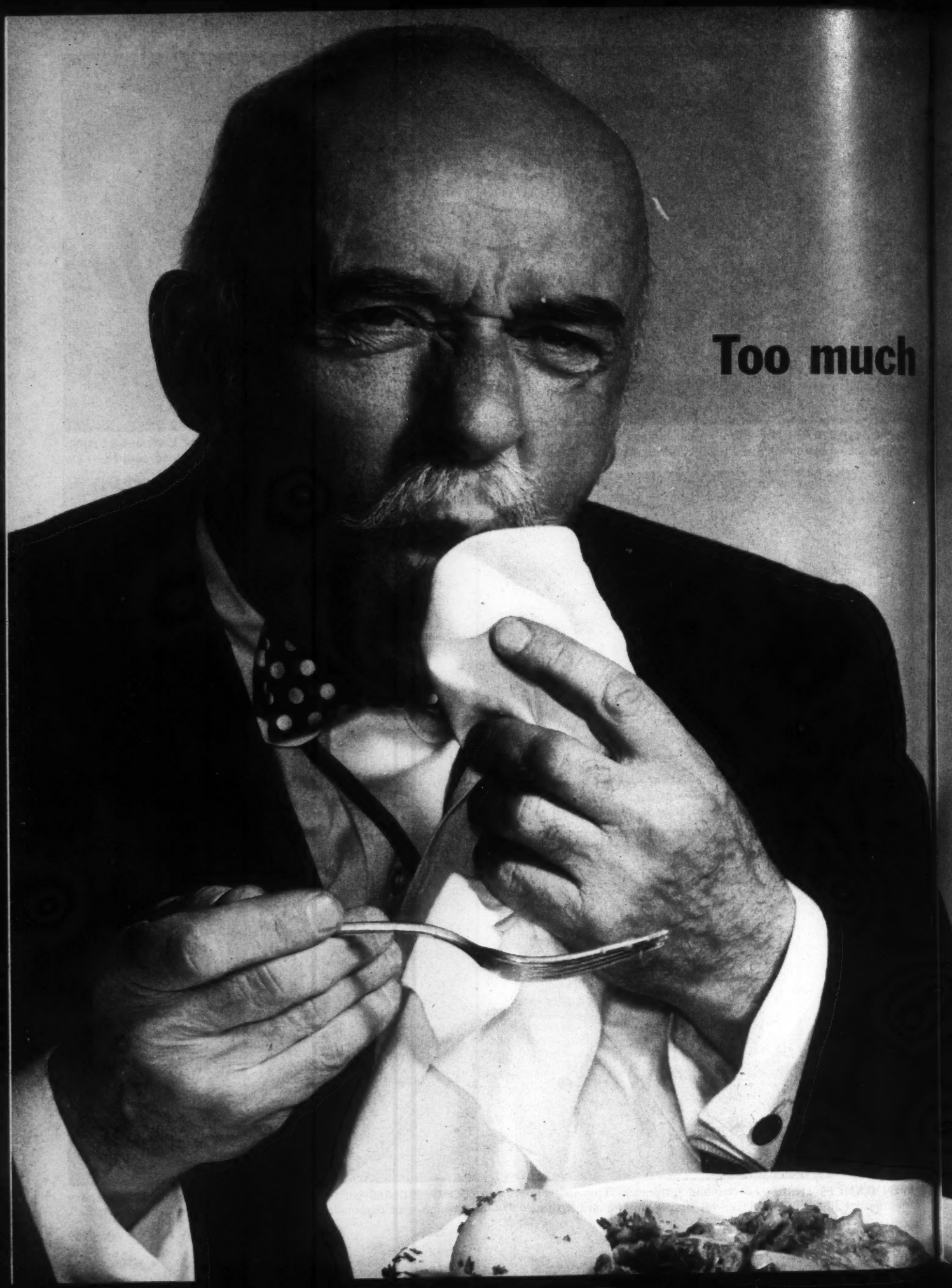
GUESTS like pianist Eugene List supplement the Lacalede orchestra.

VOCAL GROUPS, too, play an important part in *Musical Showcase.* The Obernkirchen Children's Choir of Obernkirchen, Germany, was a highlight of the 1955-56 season on KSD-TV's popular Sunday evening show for Laclede Gas. Co.



EVEN DANCES are not beyond the program. This interpretive number illustrates effective yet simple staging and lighting.

COMMERCIALS get their due of inventiveness. This danced-through spot demonstrated the ease of cooking with gas.


Too much

h **mustard...**

No excuse for overemphasis . . . no alibis for downright "goofs" and "fluffs." Use film and calmly scissor out the offending footage! Little or no time lost! Relatively small expense! What's more, once you're satisfied with your show, you can pre-test it—know in advance that it will produce the reaction you seek. Yes, there are many advantages when you **USE EASTMAN FILM.**

For complete information write to:

Motion Picture Film Department
EASTMAN KODAK COMPANY
Rochester 4, N. Y.

East Coast Division
342 Madison Ave., New York 17, N. Y.
Midwest Division
130 East Randolph Drive, Chicago 1, Ill.
West Coast Division
6706 Santa Monica Blvd., Hollywood 38, Calif.

or W. J. GERMAN, INC.
Agents for the sale and distribution of Eastman Professional Motion Picture Films, Fort Lee, N. J.; Chicago, Ill.; Hollywood, Calif.

Shoot it IN COLOR . . . you'll be glad you did.

rehearsal time. Air time is 9:30 p.m. Camera dress is as 8. Individual segments of the show are rehearsed from 4:30 Sunday afternoon. From the time dress rehearsal starts there are 1½ hours to integrate the show that is finally telecast. To minimize on-camera rehearsal, the D'Arcy staff rehearses any symphony soloists, local dancers or singers during the week of the show. Since concert artists usually arrive in St. Louis the day of the show, they are rehearsed by Mr. Farbman with the orchestra on Sunday at 5:30, off camera. At 7 while the orchestra takes a break, the D'Arcy staff meets with the tv studio technical staff, the choreographer, costumer, and make-up artists to clear up production details. The commercial is rehearsed both prior to the show, and from 7:15 until it is in correct production. The orchestra is recalled at 7:45 for final camera check, and by dress time the show is packaged and paced into production. Between dress and air time staff members work to smooth out rough spots and correct time discrepancies.

Another major problem, studio space. The KSD-TV studio is 50′ x 24′, and is broken by two large pillars that add to the difficulties of getting the most out of the cameras. To overcome these space limitations, forced perspective sets, gobos, scrims, space stage lighting and wide angle shots are relied upon. A special platform has made impossible "down" shots possible despite the lack of a Houston crane, and unusual camera angles, multiple-image lenses, a zoomar lens, supers and mirror shots provide interesting variety while the orchestra is playing. Camera men have been schooled in instrument identification, making possible constant camera action during orchestral selections. The dance is at times used to illustrate movement and feeling of musical numbers, and in this regard pre-plotting of actual dance space, plus forced perspective devices have enhanced this part of the show.

Dancers in the Act

A typical show integrating dancers with orchestra would be the "Meet Morton Gould" program of this season. Gould's music is orchestrated for small groups, and is classical in form, but pleasant listening for the average viewer. As the show got into the planning stage it was decided Mr. Gould should appear and play his own music, and even conduct one of his own compositions. The orchestra was supplemented in order to multiply the string section for the spiritual, "Motherless Child," and the Lacledancers choreographed a stylized dance to the "Blues" number in Gould's "Interplay." Then an interview between Harry Farbman and Morton Gould was fiitted into the show. Dancers had previously rehearsed to recorded music, and were then rehearsed with the orchestra and Mr. Gould, the day of the show. From then on in, the orchestra, guest, dancers and staff followed the usual rehearsal scheduled until air time at 9:30.

What is the measuring stick of the show's success? It is difficult to weigh the intangibility of public relations, but you can see steady *indications* of the presence of good public relations. Besides its commodity, Laclede's biggest product has been itself. Its salesman, *Muscial Showcase,* has consistently demonstrated public service, as well as contributed to the community's cultural scene. The show has enabled Laclede not only to tell about service, but to give it, and television has enabled the utility to attain a degree of warmth, real-ness and personal-ness no other media could approach. Written requests for give-aways, thousands in attendance at Laclede's booth at home shows—the steady ring of telephones in the home service division, and thousands of requests for recipes and for suggestions—all are computible evidence of success. On the other hand, excellent consumer relations, increased sales, cooperation from manufacturers and distributors, and community respect, are the climate of success Laclede has sought and found through *Musical Showcase.*

Laclede's president, Judge Robert W. Otto, sums up his feeling about *Musical Showcase* by saying, "We set out to give St. Louis something it could be proud of, and have succeeded in this aim by giving it the best in music, in return for which St. Louis has accepted the Laclede Gas Co. not only as an institution serving the Greater St. Louis area, but as a part of St. Louis."

Esty Elects Johnson

MITCHELL JOHNSON, member of William Esty Co.'s tv department in New York since 1951, last week was elected vice president and director of tv programming. He succeeds Sam Northcross, who was appointed assistant to the president on the R. J. Reynolds Tobacco Co. (Camels, Winstons, Salems, Cavaliers) and account executive on Salem cigarettes.

SPOT NEW BUSINESS

Car-Skin Products Inc. (car polish), Flemington, N. J., preparing six-week radio spot announcement test, effective today (Monday) on about 20 stations in Virginia, North and South Carolina. Agency: Zlowe Co., N. Y.

Loblaw Supermarkets in Canada has started sponsorship of half-hour *Guy Lombardo Show* on 13 tv stations in Ontario, where company's outlets are located. Agency: F. H. Hayhurst Co. Ltd., Toronto.

NETWORK NEW BUSINESS

General Electric Co. (Television Div.) will sponsor *G. E. Summer Originals,* diversified dramatic presentations, on ABC-TV (9-9:30 p.m. EDT), starting July 3. Agency: Young & Rubicam, N. Y.

General Mills, Minneapolis, using 49-week participating schedule on *Panorama Pacific* over eight stations of CBS-Television Pacific Network for Surechamp dog food. Agency: Tatham-Laird, Chicago.

State Farm Mutual Auto Insurance Co., Bloomington, Ill., will sponsor *Hank Weaver's Corner,* sports commentary, on five stations of ABC Western Regional Television Network each Wednesday (7:45 p.m. EDT), starting July 4. Program follows ABC-TV's *Wednesday Night Fights* series. Agency: Needham, Louis & Brorby, Chicago.

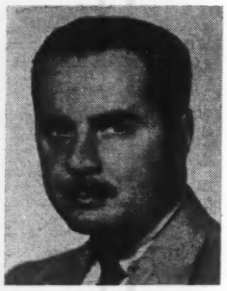
NETWORK RENEWALS

Gospel Broadcasting Assn., Pasadena, Calif., through R. H. Alber Co., L. A., has renewed *The Old Fashioned Revival Hour* (Sundays, 4-5 p.m. EDT) on ABC radio.

Slenderella International has ordered 52 weeks

TELEVISION AND AUTOMOBILES: THE IDEALLY-SUITED COUPLE

TELEVISION and automobiles were made for each other, according to George Wolf, vice president and director of radio-television at Ruthrauff & Ryan agency. In a speech in Detroit last week before the Michigan Council of American Assn. of Advertising Agencies, Mr. Wolf said that Detroit defaulted network radio to the package goods industry—with the result that there is no really important success story for network radio in automobile history —and he warns against such a default in network tv. A condensed version of Mr. Wolf's speech follows:



MR. WOLF

I KNOW that there are people here in Detroit who are determined to try to do without television, or with a lot less television, and there's no scarcity of reasons-why being advanced—reasons why Detroit should start moving away from network television.

I've heard and read about most of the arguments against network television as a primary medium for selling cars and none of them—at least to us—seem to stand up against this: Everything that is happening in the selling end of the automobile business points to the need—the increasing need—of the television medium to sell cars. And not as a supporting medium, but as the *primary* advertising medium.

There seems to be a deadly ratio in effect: Higher production goals for more and more cars each year, and each year car selling practices seem to get worse and worse.

Many dealerships have become more and more like discount houses: Fire sales, panic sales, blitzes. That's what seems to be the popular conception of today's retail car selling operation.

This deterioration in selling practices isn't limited to the automobile business; it's taking place everywhere in retailing. The discount houses, the self-service store, the supermarket, they're all forcing a revolution in retailing.

I don't have to tell you who the forgotten man is in this revolution. You've heard it 'til you're sick of hearing it: the salesman. If any of you have been in a discount house recently, you know that the calibre of sales personnel is very low. And what's one of the biggest problems today in the car-selling business? Weakness in the dealer-sales groups. New dealers who've really never had to sell until recently—old dealers who are too tired to sell, or have forgotten how. All this isn't news, of course.

Then there is the sale to be made? How is the sale to be made? On price—or discounts—alone? By gimmicks, alone?

Detroit defaulted network radio to the package goods people, with the result that there is no really important success story in network radio in auto history.

But things are different today. Television and automobiles were made for each other. Television is a demonstration medium—radio isn't.

I submit that one *dedicated* television car salesman, like an Ed Sullivan for example, can do more to surmount today's selling practices and sins of car selling on the local level and can create more brand preference than any other single medium of advertising available today.

What is car advertising supposed to do besides make the local dealer happy? Get customers into the showroom and then out on the road for a demonstration.

And what does television do? Takes the showroom into the living room and then takes the prospect out on the road for a demonstration.

It seems to be obvious that the drift to the kind of selling that is becoming standard in much of retailing is progressively sharpening the need for a demonstration medium like television.

But television isn't automatic. You can't buy it like plasma. It's a challenge. And it takes plenty of managing. It takes a lot of judgment to buy television correctly and a great deal of continuing supervision and creative work to realize its fabulous potential as a demonstration medium.

I'd like to conclude with a little story told to me by Ken Beirn, who recently joined our agency. In fairness to Mr. Beirn, he did use this story to illustrate a different point. But I do think the story illustrates how we feel about automobile advertisers and television:

There were once two automobile frogs. Let's call one the disillusioned-with-television advertising frog and the other was the never-say-die frog. Well, one day they happened to fall in a pitcher full of cream that looked suspiciously like today's automobile market. The disillusioned frog looked the situation over and concluded it was curtains—he'd never get out of this one. He shrugged and sank to the bottom and drowned. The other frog set his teeth and swore he'd get out of there. He was going to put everything he had into it—even television. He just kept on paddling and fighting until a funny thing happened. He just churned that cream into butter and walked out of that pitcher . . .

renewal of Rush Ashton's Monday-Friday newscast on Columbia Pacific Radio Network effective today (Monday). Two stations have been added to list for total of 15 carrying weekday 3-3:10 p.m. program. Management Assoc. of Connecticut Inc. placed renewal.

American Chicle Co., Remington Rand and **Helene Curtis,** current sponsors of NBC-TV's *Caesar's Hour* (Mon., 8-9 p.m. EDT), will remain through summer, sponsoring Ernie Kovacs, who will act as Mr. Caesar's replacement. Agencies involved are Dancer-Fitzgerald-Sample, N. Y. (Chicle), Young & Rubicam, N. Y. (Remington Rand) and Earle Ludgin, Chicago (Helene Curtis).

A&A SHORTS

I. T. Cohen Adv., Washington, in new quarters at 4435 Wisconsin Ave., N.W. Telephone: Emerson 2-7497.

White Stag Mfg. Co. (sportswear), Portland, Ore., and Roy S. Durstine, S. F., have announced termination of advertiser-agency relationship as of July 1. Agency will complete arrangements and services for the current fall selling and forthcoming ski season.

Wolcott & Assoc., L. A. public relations counseling firm, affiliated with **Albert Frank-Guenther Law Inc.,** financial advertising and public relations agency. Former will serve as Southern Calif. financial public relations representative for N. Y. firm which has branches in Boston, Phila., Washington, D. C., Chicago and San Francisco. F-L will represent Wolcott clients in those cities.

AGENCY APPOINTMENTS

Underwood Corp., N. Y., appoints William Esty Co., New York, for firm's sales divisions, effective July 1. Products include Underwood electric, standard and portable typewriters, Sundstrand accounting and adding machines, Elliott Fisher accounting and writing machines, Dataflo integrated data processing machines and equipment and Elecom electronic computers and office machine supplies.

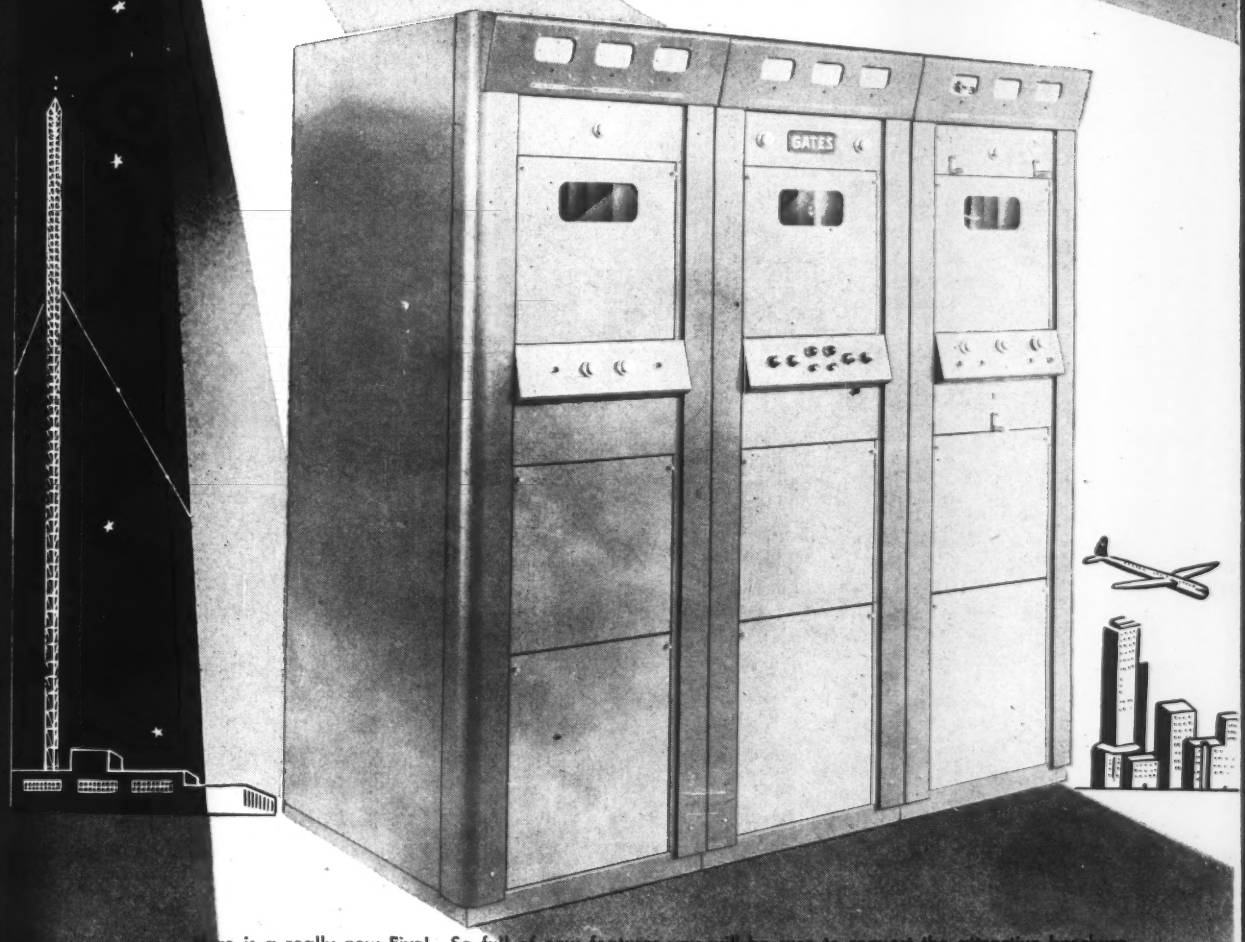
Lambert-Hudnut Div., Warner-Lambert Pharmaceutical Co., appoints Kenyon & Eckhardt, N. Y., for two new products to be marketed in 1957 as part of Richard Hudnut line. K&E now handles Hudnut home permanents, shampoos and cream rinses.

The Mennonite Hour, Harrisonburg, Va., appoints Eastern Adv. Agency, Richmond, Va., to replace J. M. Camp & Co., Wheaton, Ill.

Trimfoot Co. and **Farmington Industries Inc.,** Farmington, Mo., name Frank Block Assoc., St. Louis, for all shoe divisions.

Trans-Texas Airways to Tracy-Locke Co., Houston.

New Hi-Watter 5kw. transmitter



Here is a really new Five! So full of new features you will be sure to request the attractive brochure awaiting you. — Proposed new FCC regulations have been coped with. For example, 99% of usable sideband power is confined to the proposed stipulated bandwidth while the entire RF power amplifier/output coupling system including power tube is 100% electrically enclosed and forced air cooled. Result is spurious radiation at a new low. Ultra linear audio driver adds continued reliability in day to day low distortion.

Lowest cost tube complement and lowest primary power consumption of any Five made today. Only 3 power tube types positively means lower spare tube inventory. Each of the three cubicles is completely independent electrically and mechanically. If floor space is at a premium, place one cubicle at right angle or even opposite. Of course, independent cubicles demand independent cooling so this new Gates "Hi-Watter" Five becomes the coolest Five in all the business.

GATES

Price? — When designed right, the price is right Gates manufacturing engineering has cut off hours and added quality — Yes—the price is very much lower—the actual meaning of Gates "Hi-Watter", more watts per dollar investment.

GATES RADIO COMPANY • *Manufacturing Engineers Since 1922* • **Quincy, Illinois, U. S. A.**

A&A PEOPLE

Archibald McG. Foster, vice president and account supervisor (on Brown & Williamson Tobacco Corp.), Ted Bates & Co., N. Y., elected to agency's board of directors.

Robert Humphreys and **Louis Scott,** L. A. office of Foote, Cone & Belding, elected vice presidents. Mr. Humphreys joined agency in 1951 and is account group manager for six FC&B clients in L. A. Mr. Scott joined agency in 1950 and is account executive for Sunkist Growers.

Peter M. Stewart and **William H. Weber** appointed vice president and account executive and vice president and art supervisor, respectively, Kenyon & Eckhardt, N. Y. Mr. Stewart formerly was senior account executive on Lincoln account, Young & Rubicam, Detroit. Mr. Weber has been with K&E since last January, after eight years with Lennen & Newell, N. Y., as vice president in charge of art for various Colgate products.

MR. STEWART

MR. WEBER

Walter F. McNiff, account executive with San Francisco office of K&E, named manager of that office. **Ruth Fredricks,** media director, L. A. office of Ruthrauff & Ryan, to K&E there as assistant to media director. **John Wayne Jones,** formerly president, Minute Mount Corp., N. Y., to K&E N. Y. promotion department as contest and premiums specialist.

Robert Footman, account executive, Guild, Bascom & Bonfigli Inc., San Francisco, elected vice president.

Louis S. Petersen, formerly Denver and South Chicago district manager for Procter & Gamble, named coordinating account executive on White King Soap Co. account in L. A. office of Erwin, Wasey & Co. **Ray Scales,** former public relations manager WKY-AM-TV Oklahoma City, to Oklahoma City office of Erwin, Wasey & Co. to head new public relations department.

MR. PETERSEN

Norman W. Glenn, vice president and director of radio-tv, Doherty, Clifford, Steers & Shenfield, N. Y., to Young & Rubicam here as account supervisor in radio-tv department.

Robert B. England, Victor G. Blakiston and **Evelyn McFarland,** formerly with Wilson, Markey & England, S. F., to Grant Adv. that city. Mr. England is account supervisor, Mr. Blakiston creative director and Miss McFarland research staff.

Robert Howell, account executive, Biow Co., Beverly Hills, Calif., to Compton Adv. on Bond Clothes (west coast account) and Langendorf Bakeries, both former Biow accounts. **Elizabeth Mann,** N. W. Ayer & Son, Phila., to Compton Adv., S. F. **Edward B. Gellert,** formerly with Vick Chemical Co., in product management, to Compton, N. Y., as an account executive.

George Norris, Foote, Cone & Belding, to Tatham-Laird Inc., Chicago, as account executive on Procter & Gamble Fluffo account.

LATEST RATINGS

ARB

TOP-RATED NATIONAL TV PROGRAMS (1955-1956 SEASON)

Program	Sponsor	Agency	Network	Stations	Time	Rating
1. $64,000 Question	Revlon	BBDO	CBS	165	Tues, 10-10:30	55.9
2. Ed Sullivan	Lincoln-Mercury	Kenyon & Eckhardt	CBS	180	Sun., 8-9	48.7
3. I Love Lucy	Procter & Gamble	Biow	CBS	155	Mon., 9-9:30	48.5
	General Foods	Young & Rubicam	CBS	157		
4. You Bet Your Life	DeSoto	BBDO	NBC	157	Thurs., 8-8:30	42.5
5. Disneyland	American Motors	Geyer & Brooks, Smith, French & Dorrance	ABC	180	Wed., 7:30-8:30	40.0
	American Dairy	Campbell-Mithum				
	Derby Foods	McCann-Erickson				
6. I've Got A Secret	R. J. Reynolds	Wm. Esty	CBS	170	Wed., 9:30-10	38.5
7. George Gobel	Armour	Foote, Cone & Belding	NBC	177	Sat., 10-10:30	37.3
	Pet Milk	Gardner		169		
8. Perry Como	Armour	Tatham-Laird	NBC	81	Sat., 8-9	36.3
	Dormeyer	John W. Shaw		82		
	Gold Seal	Campbell-Mithum		86		
	Int'l Cellucotton Products	Foote, Cone & Belding		90		
	Noxzema Chemical	SSC&B		95		
	Toni	Weiss & Geller		91		
9. Your Hit Parade	Warner Lambert	Kenyon & Eckhardt	NBC	176	Sat., 10:30-11	36.2
	American Tobacco	BBDO				
10. December Bride	General Foods	Benton & Bowles	CBS	183	Mon., 9:30-10	35.8

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NIELSEN

TOP TV SHOWS (2 WEEKS ENDING MAY 12)

Rank	Program	Sponsor	Agency	Network	No. of Stations	Day & Time	† Total Audience Tv Homes Reached (000)
1.	$64,000 Question	Revlon	BBDO	CBS	165	Tues., 10-10:30	17,666
2.	I Love Lucy	Procter & Gamble	Biow	CBS	155	Mon., 9-9:30	16,900
		General Foods	Young & Rubicam		157		
3.	Ed Sullivan Show	Lincoln-Mercury	Kenyon & Eckhardt	CBS	180	Sun., 8-9	16,170
4.	December Bride	General Foods	Benton & Bowles	CBS	183	Mon., 9:30-10	14,746
5.	Disneyland	American Motors	Geyer & Brooks, Smith, French & Dorrance	ABC	180	Wed., 7:30-8:30	12,921
		American Dairy	Campbell-Mithun				
		Derby Foods	McCann-Erickson				
6.	Lux Theatre	Lever Brothers	J. Walter Thompson	NBC	129	Thurs., 10-11	12,374
7.	$64,000 Challenge	P. Lorillard	Young & Rubicam	CBS	111	Sun., 10-10:30	12,191
		Revlon	C. J. LaRoche				
8.	I've Got a Secret	R. J. Reynolds	Wm. Esty	CBS	170	Wed., 9:30-10	12,191
9.	GE Theatre	General Electric	BBDO	CBS	153	Sun., 9-9:30	11,936
10.	Shower of Stars	Chrysler	McCann-Erickson	CBS	174	Thurs., 8:30-9:30	11,899

Rank	‡ Average Audience Tv Homes Reached (000)
1.	$64,000 Question 16,462
2.	I Love Lucy 15,659
3.	December Bride 13,834
4.	Ed Sullivan Show 12,994
5.	$64,000 Challenge 11,534
6.	I've Got a Secret 11,388
7.	Ford Theatre 10,950
8.	You Bet Your Life 10,622
9.	Dragnet 10,622
10.	Lux Theatre 10,549

Rank	* Total Audience % of Tv Homes Reached
1.	$64,000 Question 50.1
2.	I Love Lucy 47.7
3.	Ed Sullivan Show 46.0
4.	December Bride 42.8
5.	Disneyland 36.6
6.	$64,000 Challenge 36.2
7.	Lux Theatre 35.8
8.	I've Got a Secret 35.2
9.	Shower of Stars 34.7
10.	Red Skelton Show 34.7

Rank	* Total Audience % of Tv Homes Reached
1.	$64,000 Queston 46.7
2.	I Love Lucy 44.2
3.	December Bride 40.2
4.	Ed Sullivan Show 37.0
5.	$64,000 Challenge 34.3
6.	I've Got a Secret 32.8
7.	Ford Theatre 31.2
8.	Red Skelton Show 30.9
9.	Lux Theatre 30.5
10.	GE Theatre 30.4

[Details on programs in preceding three tables, but not listed in top table]

Ford Theatre	Ford Motor Co.	J. Walter Thompson	NBC	156	Thurs., 9:30-10
You Bet Your Life	DeSoto	BBDO	NBC	157	Thurs., 8-8:30
Dragnet	Liggett & Myers	Cunningham & Walsh	NBC	169	Thurs., 8:30-9
Red Skelton	S. C. Johnson	Foote, Cone & Belding	CBS	80	Tues., 9:30-10
	Pet Milk Co.	Gardner		100	

† Homes reached by all or any part of the program, except for homes viewing only 1 to 5 minutes.
‡ Homes reached during the average minute of the progam.
* Percented ratings are based on TV homes within reach of station facilities used by each program.

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VIDEODEX

TOP TEN SPOT PROGRAMS* MAY 1-7, 1956

Program	Distributor	% Tv Homes	# Tv Homes (000)	# Cities
1. Dr. Hudson's Secret Journal	MCA-TV	17.4	3,663	106
2. I Led Three Lives	Ziv	16.3	4,756	118
3. Crunch & Des	NBC-TV	16.2	2,295	78
4. Highway Patrol	Ziv	16.0	5,544	166
5. Man Called X	Ziv	15.9	4,273	97
6. Celebrity Playhouse	Screen Gems	15.5	2,164	77
7. The Turning Point	Review Prod-Swb MCA-TV	15.2	3,868	73
8. Count of Monte Cristo	TPA	14.8	2,759	59
9. Liberace	Guild	14.4	3,145	70
10. Badge 714	NBC-TV	14.3	3,705	115

*Appearing in a minimum of 20 markets.

Copyright, Videodex

Russell C. Westover, Jr., President of Ray Oil Burner Company, tells the secret of

"How to make hay without sunshine!"

"Make hay at midnight or in a rainstorm? Sure—why not?

"Modern farmers have found a way. They cure it a few minutes after cutting—in big dehydrating plants!

"But there's one catch. Profits could disappear in a hurry if the fires go out. That's why they use Ray Oil Burners.

"And that's why Ray uses Air Express!

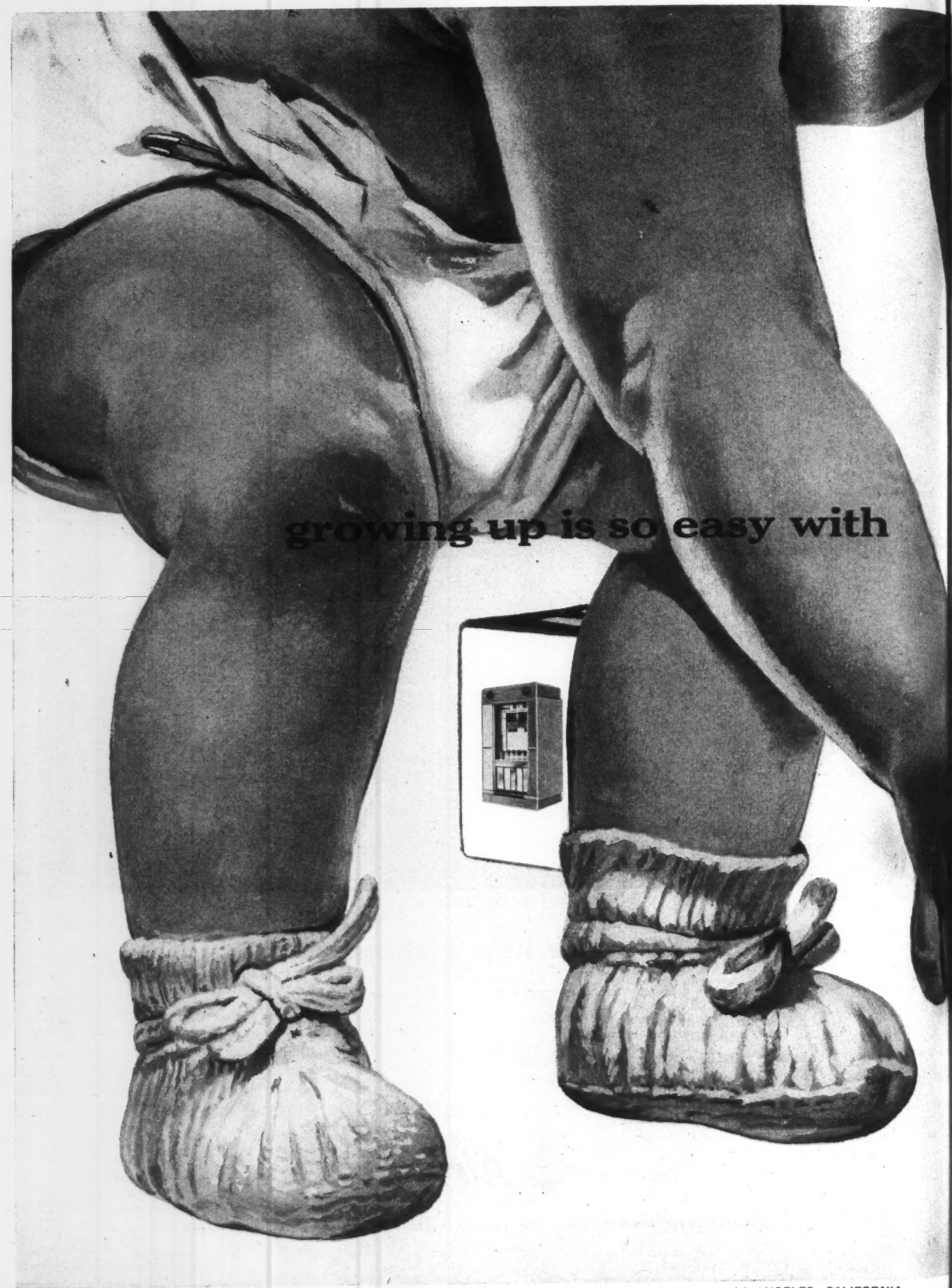
"In addition to his own stock, any Ray dealer in the country can draw on our 'super stockroom' of 40,000 different parts. It's only a few hours away by Air Express!

"It has helped build our reputation for fast service. And it saves money! 10 lbs. from San Francisco to Portland, Ore., costs $3.78 by Air Express. That's $1.37 less than the next lowest-priced complete, door-to-door air service."

Air Express

GETS THERE FIRST *via U.S. Scheduled Airlines*

CALL AIR EXPRESS . . . *division of* RAILWAY EXPRESS AGENCY



Engineering Branch Offices: WASHINGTON, D. C. • ATLANTA, GEORGIA • PREEMPTION, ILLINOIS • LOS ANGELES, CALIFORNIA

Regardless of whose equipment you are presently using,* you can boost power efficiently by adding S-E amplifiers without having to dispose of or replace any of your original units. You'll find that station growth becomes a practical, reliable and economical evolution when your equipment decision is Standard Electronics ADD-A-UNIT Amplifiers!

Now, you no longer need fuss with transmitter room layouts and "worry-through" your equipment decision when you are ready to boost power! Now, too, you can grow the easy way with completely self-contained S-E ADD-A-UNIT Amplifiers!

Gone is the problem of placement, operation and maintenance of external blowers, pumps and transformers. All components are conveniently and accessibly located **entirely within the cabinet!** The compact 44" wide frames fit through doorways, into elevators, thru any conventional opening or passageway. You can position ADD-A-UNIT Amplifiers in a straight line, "U", "L", or even in a split arrangement to utilize your floor and wall space most effectively. ADD-A-UNIT is right for you in any stage of your station growth.

Write for specifications, indicating your power requirements.

**Says J. D. Lawhon, WMAZ-TV: "...(Competitor) and S-E have made an ideal combination, both for simple installation and operating ease..."*

S-E add-a-unit amplifiers

standard electronics corporation

A SUBSIDIARY OF DYNAMICS CORPORATION OF AMERICA, INC.

VHF TV Transmitters	high band	500 W	10 KW	25 KW	50 KW
	low band	500 W	10 KW	25 KW	50 KW
VHF TV Amplifiers	high band		10 KW	25 KW	50 KW
	low band		10 KW	25 KW	50 KW

285-289 EMMETT STREET
NEWARK 5, NEW JERSEY

Sales Engineering Representatives: COMMERCIAL ELECTRONICS CORP., DALLAS, TEXAS • WESTINGHOUSE ELECTRIC CO., LTD., HAMILTON, ONT.

Charles B. Straus Jr., creative supervisor, Cunningham & Walsh, N. Y., on Towle Silversmiths, Jaguar, James Beam and other accounts, elected a vice president of agency.

Frank Tuttle, Bruce B. Brewer & Co., Kansas City and Minneapolis agency, named tv director of agency's Minneapolis office. **Roger Hickok,** Brennan Adv. Agency, Houston, Tex., to Brewer, Minneapolis, as assistant account manager. **Jesse K. Lair,** Brewer copywriter, named copy group head.

Donald E. Davison, Bendix International Div., N. Y., named west coast manager for division, with offices in Burbank, Calif.

Herbert E. Moore, regional sales manager, Spirella Co. (foundations), Niagara Falls, N. Y., to Comstock & Co. Adv., Buffalo, as media and research director.

Kieran Kilday, formerly art director for McCann-Erickson, to Tracy-Locke Co., Houston, Tex., agency in same capacity, succeeding **Wallace R. Hall,** transferred to agency's Dallas office. **Don Chamberlin** named assistant account executive in T-L Houston office and **Russell Bond** to merchandising department in Houston.

Alfred Goldman and **Robert Goldsmith,** The Biow Co., N. Y., to Harry B. Cohen Adv., N. Y., as copy group heads.

Clark M. Agnew, executive producer, Lennen & Newell, N. Y., to Donahue & Coe Inc., N. Y., to head agency's creative tv activities.

Allen Hahn, The Biow Co., to Joseph Katz Co., N. Y., as senior copywriter.

Harold A. Higgins, formerly production manager and account executive, Ruthrauff & Ryan, San Francisco, to Seattle office of Cole & Weber as production manager, succeeding **Richard N. Ferris,** named account executive.

James J. McLaughlin, account supervisor, Erwin, Wasey & Co., Chicago, rejoins Dormeyer Corp. (electric cooking equipment), same city, as merchandising manager, newly-created position. He formerly was advertising manager of firm.

Mary Afflick, producer-writer, Tatham-Laird Inc., Chicago, promoted to commercial group supervisor.

Thomas F. Whitehead, formerly with creative departments of MacFarland, Aveyard & Co. and R. Jack Scott Adv., both Chicago, appointed copy director at George H. Hartman Co., in charge of media for Chicago and N. Y. offices.

Max Levine, public relations director, Hess Bros. department store, Allentown, Pa., to Ritter-Lieberman Inc., Allentown agency, as director of new public relations and publicity division.

Ralph Breswitz, Ogilvy, Benson & Mather, N. Y., to C. J. LaRoche & Co., that city, as art director. **Peter Tomlinson,** Quality Bakers of America, to LaRoche as tv artist.

Jordan H. Krimstein and **Ruth Maisel,** W. E. Long Co.-Independent Bakers' Cooperative, Chicago, promoted to associate art director and assistant art director, respectively.

Ken Kearn, The Biow Co., N. Y., to Grey Adv., N. Y.

Ray Blackwell Jr., to media department, MacManus, John & Adams, N. Y., effective immediately.

Plugging Paramount

WHILE Paramount Pictures has lined up considerable free publicity coverage on radio and tv for "Funny Face," now being filmed in Paris [B•T, June 11], the studio also was set for national coverage yesterday (Sunday) and some promotion on NBC-TV for "That Certain Feeling," a new motion picture starring Bob Hope. A 90-minute live spectacular, the program was sponsored by U. S. Rubber, through Fletcher D. Richards, New York; The Maybelline Co., via Gordon Best & Co., Chicago; National Savings & Loan Foundation, through McCann-Erickson, New York, and Skol, via J. Walter Thompson Co., New York. Mr. Hope in the m.c. slot was to show how a movie is made in Hollywood with behind-the-scene looks at motion picture production. Steve Allen was slated to act as narrator and guide during the spectacular. The movie selected for the program: "That Certain Feeling." Actual film clips from the movie were to be shown in addition to various inside looks at how the people who put the movie together work. "That Certain Feeling" also was to receive a plug via a guest interview with Bob Hope on *Lux Video Theatre* last Friday, 10-11 p.m. EDT on NBC-TV and the showing of a clip from the picture.

AFTER being simulcast on ABC Chicago stations for several years (nearly 22 on radio and seven on tv), Morris B. Sachs' *Amateur Hour* moves to WGN and WGN-TV same city effective June 24. Completing arrangements for switch of Sunday full-hour variety show are (seated) Mr. Sachs, Chicago clothier and city treasurer, and, standing (l to r) Frank P. Schreiber, vice president and general manager of WGN Inc. (who has resigned effective Aug. 1); Norman Heyne, long-time *Amateur Hour* producer and partner, Wesley, Heyne & Cuca Adv. agency, and Ted Weber, WGN-TV sales director. Program moved from WBKB (TV), ABC outlet, and WLS, network affiliate.

Dean M. Lierle Jr., formerly with Clinton E. Frank Inc., and **Roger Torkelson,** Gamble-Skogmo, auto supplies, to copy department of Needham, Louis & Brorby Inc., Chicago, as writers. **Gerritt J. Beverwyk,** formerly art director at Campbell-Mithum Inc., to art department of NL&B.

George H. Miles Jr. and **Mrs. Miles,** heads of their own former soft goods merchandising firm, and **Virginia Cummings,** head of Miles publicity staff, to N. Y. office of Arndt, Preston, Chapin, Lamb & Keen Inc., Phila.

Nancy Goodwin, copywriter, McCann-Erickson, N. Y., to Franklin Bruck Adv., N. Y., as radio-tv copywriter.

Howard M. Paul, formerly writer at Tatham-Laird, Chicago, to creative staff of Charles O. Puffer Co., Chicago agency.

Tim Canty, divisional business representative of United Press in Michigan, to Bozell & Jacobs Inc., Chicago agency, on public relations staff.

Winfield R. Green, formerly business writer at *Chicago Daily News,* to Turner Adv. Agency, same city, in financial public relations capacity.

Raymond L. Craig and **Sylvester Nemes** to Aubrey, Finlay, Marley & Hodgson Inc. Chicago, as copywriters on International Harvester accounts.

Vincent R. Bliss, president of Earle Ludgin & Co., Chicago, appointed to board of directors of Advertising Research Foundation. He was named to fill unexpired term of late **Fergus Mead** of the Buchen Co., Chicago agency.

Melvin Brorby, vice president of Needham, Louis & Brorby Inc. and retiring president of Chicago Council on Foreign Relations, elected to council's board of directors. **Judith Waller,** NBC hCicago public affairs representative, also elected to board.

The Santmans

Or why you never got so much for your money

"Whenever a customer complains to me about the price of gasoline, I call my wife.

"She's worked right with me and kept our books since we leased our first Union Oil station on this same corner in La Canada, 20 years ago.

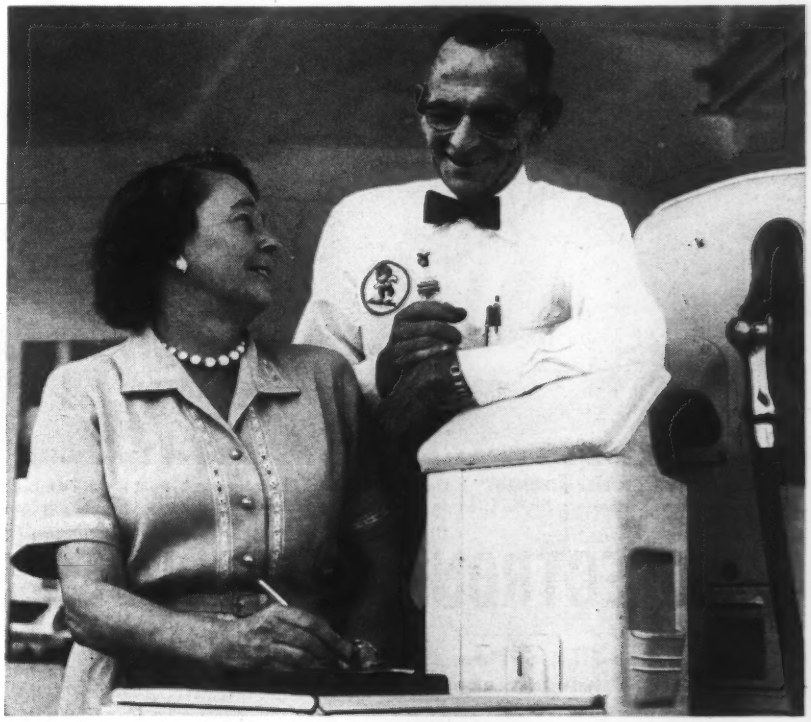
"And—as Myrtle says—gasoline hasn't gone up nearly as much as other things you buy. You pay 205% more to build a house today than you did in 1936.

220% more for a low-price 2-door sedan. 125% more for a suit of clothes. 325% more for a pound of sirloin steak.

"Yet if you leave out the tax, Union's premium gasoline has gone up only 70% in that same time. Fact is, the tax has gone up more than the gasoline—100%! And two gallons of Union's new Royal 76 will do the work of three gallons of our old product.

"You get a lot of service for nothing, too. We wash your car's windshield. We check water, oil, battery and tires. We provide clean rest rooms and free maps for your convenience.

"Fact is, you never got so much for your money as you do today when you say, 'Fill her up!'."



THE SANTMANS—20 YEARS ON THE SAME CORNER

In 1956 it costs Union Oil 250% more than it did in 1936 to build the kind of service station Charles and Myrtle Santman operate in La Canada, California.

Yet in spite of continually rising costs like this we have been able to keep prices down, while constantly expanding our service and improving our product.

We have accomplished this by plowing profits back into better facilities, by research, by eliminating waste and improving efficiency.

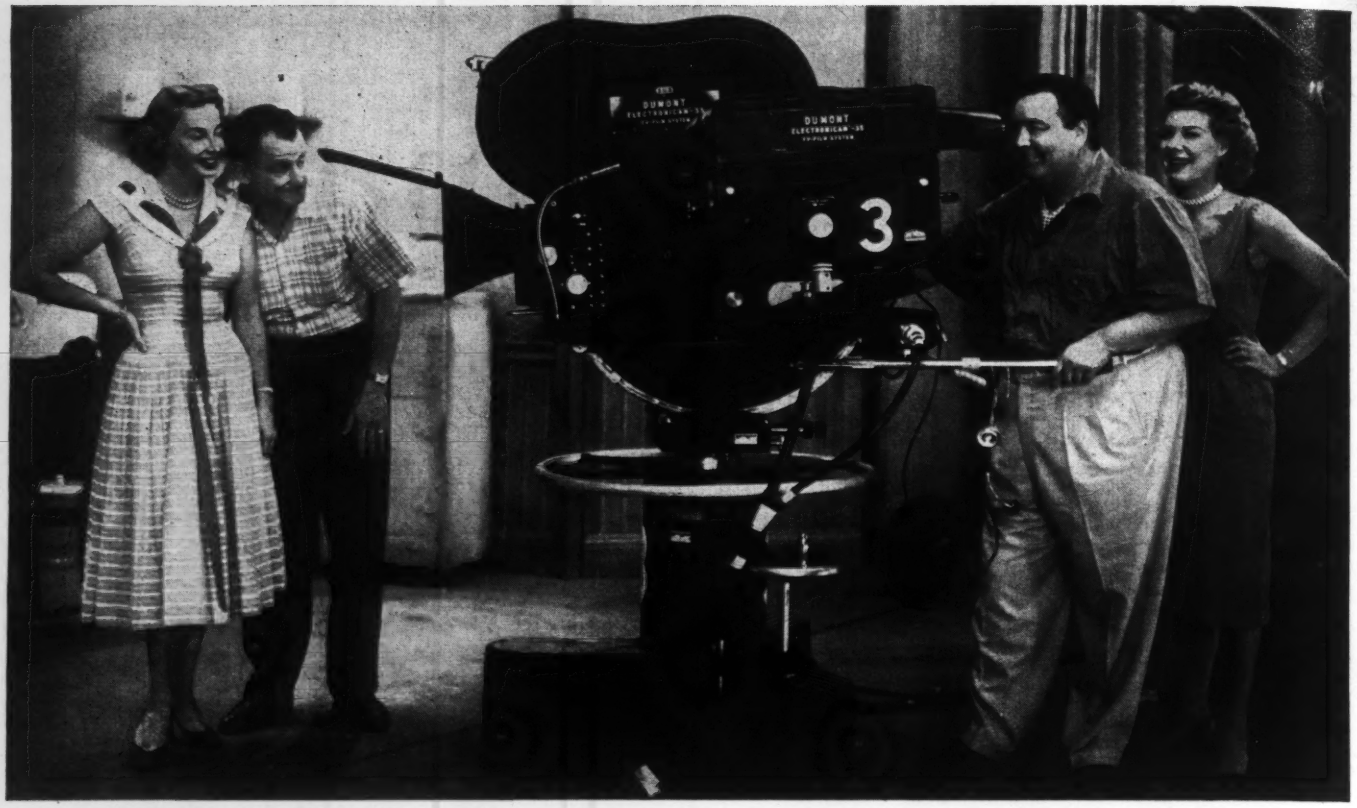
We have had to do this to meet the competition of the many other oil companies serving your needs.

* * * *

YOUR COMMENTS ARE INVITED. *Write: The President, Union Oil Company, Union Oil Building, Los Angeles 17, California.*

Union Oil Company OF CALIFORNIA

MANUFACTURERS OF ROYAL TRITON, THE AMAZING PURPLE MOTOR OIL



JACKIE GLEASON'S "HONEYMOONERS" is filmed by Du Mont Electronicam System which incorporates an especially designed and adapted 35 mm Mitchell movie camera. Here are Jackie Gleason and Joyce Randolph, right, peering through the camera lens at Audrey Meadows and Art Carney.

NEW ELECTRONICAM REDUCES SHOOTING TIME

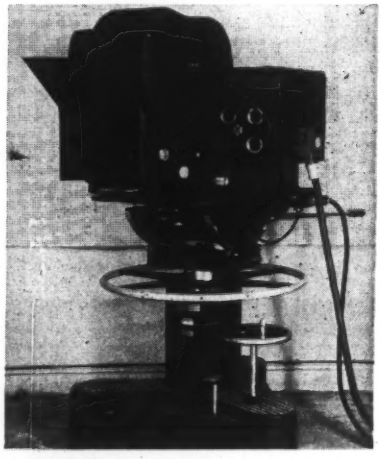
Du Mont's Video-Film System incorporates both Mitchell 35 mm film camera and TV camera

First to use a video-film system in major TV film production is Jackie Gleason's popular show "The Honeymooners." In going "live on film," Jackie Gleason makes use of the new Du Mont Electronicam System, which combines advanced TV techniques with highest quality 35 mm photography.

Heart of the Electronicam System is a completely new type of unit, blending a Du Mont TV camera and a specially adapted Mitchell 35 mm camera using a common lens system. It gives the producer full advantage of the best techniques of motion picture production while enjoying the time saving and broadened creative scope available in video's electronic practices. Savings in shooting time and costs are substantial.

The 35 mm Mitchell cameras used as integral parts of the Electronicam System produce consistently superior black and white films, as well as color films which are unequaled for uniformity of quality. Mitchell cameras today serve not only in the television industry, but also are the predominant choice in the production of governmental, industrial, research and educational films, as well as being standard equipment for major studios throughout the world.

Complete information on Mitchell cameras is available upon request on your letterhead.



Du Mont Electronicam pick-up; Mitchell 35 mm film camera on left, TV camera on right.

***85% of professional motion pictures shown in theatres throughout the world are filmed with a Mitchell**

Scene from "The Honeymooners" shows Jackie Gleason and Art Carney on set before three pick-up units of Electronicam System. Each pick-up unit has both TV camera and specially designed Mitchell film camera.

Mitchell Camera
CORPORATION
666 WEST HARVARD STREET
GLENDALE 4, CALIFORNIA
Cable Address: "MITCAMCO"

THE 10 TOP FILMS IN 10 MAJOR MARKETS

AS RATED BY ARB IN MAY

FROM the monthly audience surveys of American Research Bureau, B•T each month lists the 10 top rated syndicated film programs in 10 major markets, selected to represent all parts of the country with various degrees of competition. Despite all precautions, occasional errors will occur in these tables, due to use of the same program name for both a syndicated and a network series and the practice of some stations of substituting local titles (such as [advertiser] Theatre) for real program names.

NEW YORK — SEVEN-STATION MARKET

1.	Highway Patrol (Ziv)	Mon.	7:00	WRCA-TV	20.3
2.	Death Valley Days (McC.-E.)	Wed.	7:00	WRCA-TV	15.4
3.	Guy Lombardo (MCA-TV)	Thurs.	7:00	WRCA-TV	13.1
4.	D. Fairbanks Presents (ABC Film)	Mon.	10:30	WRCA-TV	12.5
5.	Highway Patrol (Ziv)	Wed.	9:30	WPIX	11.2
6.	Science Fiction Theatre (Ziv)	Fri.	7:00	WRCA-TV	11.1
7.	Superman (Flamingo)	Mon.	6:00	WRCA-TV	9.7
8.	Waterfront (MCA-TV)	Tues.	7:30	WABD	8.4
9.	Great Gildersleeve (NBC Film)	Tues.	7:00	WRCA-TV	7.7
10.	Amos 'n' Andy (CBS Film)	Sat.	6:30	WCBS-TV	7.5
10.	Looney Tunes (Guild)	M.-S.	6:30	WABD	7.5

MINNEAPOLIS-ST. PAUL — FOUR-STATION MARKET

1.	I Search for Adventure (Bagnall)	Tues.	8:30	WCCO-TV	23.0
2.	Celebrity Playhouse (Screen Gems)	Sun.	8:30	KSTP-TV	19.5
3.	Man Behind the Badge (MCA-TV)	Fri.	9:30	KSTP-TV	16.8
4.	Badge 714 (NBC Film)	Tues.	10:30	KSTP-TV	16.6
5.	Star & Story (Official)	Mon.	9:00	WCCO-TV	16.0
6.	Highway Patrol (Ziv)	Sat.	10:00	WCCO-TV	15.7
7.	City Detective (MCA-TV)	Thurs.	10:30	KSTP-TV	14.9
8.	Secret Journal (MCA-TV)	Thurs.	7:00	WCCO-TV	13.6
9.	Mr. District Attorney (Ziv)	Wed.	10:30	KSTP-TV	12.8
10.	I Led 3 Lives (Ziv)	Wed.	8:30	KSTP-TV	12.5
10.	My Little Margie (Official)	Fri.	7:30	KEYD-TV	12.5

CHICAGO — FOUR-STATION MARKET

1.	Secret Journal (MCA-TV)	Sat.	10:00	WNBQ	30.7
2.	Science Fiction Theatre (Ziv)	Sat.	10:30	WNBQ	23.4
3.	Annie Oakley (CBS Film)	Sat.	5:30	WBBM-TV	15.0
4.	Great Gildersleeve (NBC Film)	Mon.	9:30	WNBQ	12.7
5.	Badge 714 (NBC Film)	Tues.	8:00	WGN-TV	12.5
5.	Studio 57 (MCA-TV)	Tues.	10:00	WBKB	12.5
7.	Superman (Flamingo)	Sat.	5:00	WBKB	12.0
8.	Highway Patrol (Ziv)	Thurs.	9:00	WBKB	11.9
9.	City Detective (MCA-TV)	Fri.	9:30	WGN-TV	11.1
9.	Liberace (Guild)	Wed.	9:30	WGN-TV	11.1

ATLANTA — THREE-STATION MARKET

1.	Annie Oakley (CBS Film)	Mon.	6:00	WLWA	21.5
2.	Jungle Jim (Screen Gems)	Mon.	6:30	WLWA	20.5
3.	Man Behind the Badge (MCA-TV)	Sun.	2:30	WSB-TV	19.4
4.	Buffalo Bill Jr. (CBS Film)	Wed.	6:00	WLWA	19.1
5.	Science Fiction Theatre (Ziv)	Tues.	9:30	WAGA-TV	18.8
6.	Confidential File (Guild)	Sat.	10:30	WSB-TV	18.1
7.	City Detective (MCA-TV)	Sat.	11:00	WSB-TV	17.5
7.	Highway Patrol (Ziv)	Fri.	10:00	WAGA-TV	17.5
9.	Wild Bill Hickok (Flamingo)	Thurs.	6:00	WLWA	16.9
10.	Kit Carson (MCA-TV)	Tues.	6:00	WLWA	16.4

BOSTON — TWO-STATION MARKET

1.	Superman (Flamingo)	Fri.	6:30	WNAC-TV	31.0
2.	I Led Three Lives (Ziv)	Mon.	7:00	WNAC-TV	28.4
3.	Death Valley Days (McC.-E.)	Fri.	10:30	WNAC-TV	25.4
4.	Man Behind the Badge (MCA-TV)	Sun.	10:30	WNAC-TV	23.7
5.	Waterfront (MCA-TV)	Sun.	7:00	WNAC-TV	22.6
6.	Western Marshal (NBC Film)	Wed.	7:30	WNAC-TV	22.3
7.	Mr. District Attorney (Ziv)	Tues.	10:30	WNAC-TV	20.6
8.	Wild Bill Hickok (Flamingo)	Tues.	6:30	WNAC-TV	19.6
9.	Badge 714 (NBC Film)	Wed.	6:30	WNAC-TV	19.3
10.	Annie Oakley (CBS Film)	Sun.	5:00	WNAC-TV	18.1

LOS ANGELES — SEVEN-STATION MARKET

1.	Life With Father (CBS Film)	Fri.	7:00	KNXT	17.3
2.	Confidential File (Guild)	Sun.	9:30	KTTV	16.4
3.	Life of Riley (NBC Film)	Mon.	8:30	KTTV	16.0
4.	Highway Patrol (Ziv)	Mon.	9:00	KTTV	15.5
5.	Buffalo Bill Jr. (CBS Film)	Wed.	6:00	KABC-TV	14.8
6.	I Search for Adventure (Bagnall)	Thurs.	7:00	KCOP	14.3
7.	My Little Margie (Official)	Mon.	7:30	KTTV	14.1
8.	I Led Three Lives (Ziv)	Sat.	8:30	KTTV	13.0
9.	San Francisco Beat (CBS Film)	Sat.	9:30	KTTV	12.5
10.	Death Valley Days (McC.-E.)	Sat.	7:00	KRCA	11.9
10.	Badge 714 (NBC Film)	Sat.	7:30	KTTV	11.9
10.	Susie (TPA)	Sat.	8:00	KTTV	11.9

SEATTLE-TACOMA — FOUR-STATION MARKET

1.	I Search for Adventure (Bagnall)	Wed.	7:30	KING-TV	30.8
2.	Badge 714 (NBC Film)	Fri.	9:30	KING-TV	28.3
3.	Waterfront (MCA-TV)	Wed.	9:30	KOMO-TV	26.4
4.	Highway Patrol (Ziv)	Thurs.	7:00	KOMO-TV	24.0
5.	Celebrity Playhouse (Screen Gems)	Thurs.	8:00	KOMO-TV	22.6
5.	Mr. District Attorney (Ziv)	Fri.	9:00	KING-TV	22.6
7.	Annie Oakley (CBS Film)	Fri.	6:00	KING-TV	20.4
7.	Studio 57 (MCA-TV)	Fri.	7:00	KING-TV	20.4
9.	Wild Bill Hickok (Flamingo)	Thurs.	6:00	KING-TV	20.0
10.	Western Marshal (NBC Film)	Wed.	7:00	KING-TV	18.8

WASHINGTON — FOUR-STATION MARKET

1.	Ramar of the Jungle (TPA)	Wed.	7:00	WTOP-TV	20.6
2.	Death Valley Days (McC.-E.)	Mon.	7:00	WRC-TV	14.6
3.	San Francisco Beat (CBS Film)	Thurs.	7:00	WTOP-TV	13.0
4.	Championship Bowling (Schwimmer)	Sat.	6:30	WMAL-TV	11.9
5.	Celebrity Playhouse (Screen Gems)	Tues.	10:30	WTOP-TV	11.7
6.	Annie Oakley (CBS Film)	Fri.	7:00	WTOP-TV	11.6
7.	Superman (Flamingo)	Tues.	7:00	WRC-TV	11.3
8.	Mr. District Attorney (Ziv)	Mon.	10:30	WRC-TV	10.3
9.	Buffalo Bill Jr. (CBS Film)	Thurs.	6:00	WMAL-TV	9.5
10.	Highway Patrol (Ziv)	Fri.	7:30	WTOP-TV	9.2

CLEVELAND — THREE-STATION MARKET

1.	Highway Patrol (Ziv)	Tues.	10:30	WJW-TV	25.2
2.	Range Rider (CBS Film)	Sun.	7:00	WEWS	21.1
3.	Annie Oakley (CBS Film)	Sat.	6:30	WJW-TV	19.6
4.	Secret Journal (MCA-TV)	Fri.	9:00	WEWS	19.3
5.	Man Behind the Badge (MCA-TV)	Wed.	10:30	KYW-TV	16.3
6.	Badge 714 (NBC-Film)	Fri.	7:00	WJW-TV	14.5
7.	6 O'Clock Adventure (ABC Film)	Wed.	6:00	KYW-TV	13.7
8.	My Little Margie (Official)	Mon.	7:00	KYW-TV	13.0
9.	Follow That Man (MCA-TV)	Fri.	10:30	WEWS	12.8
9.	Mr. District Attorney (Ziv)	Thurs.	7:30	WEWS	12.8

DAYTON — TWO-STATION MARKET

1.	Highway Patrol (Ziv)	Tues.	8:00	WHIO-TV	34.9
2.	Man Called X (Ziv)	Fri.	9:30	WHIO-TV	23.4
3.	Little Rascals (Interstate)	M-Th.	6:00	WHIO-TV	17.3
4.	Badge 714 (NBC Film)	Sat.	10:30	WHIO-TV	16.2
5.	Passport to Danger (ABC Film)	Sun.	9:30	WLWD	15.0
6.	The Whistler (CBS Film)	Sat.	10:00	WHIO-TV	14.5
7.	Roy Rogers Ranch (MCA-TV)	Sat.	5:00	WHIO-TV	14.0
8.	Gene Autry (CBS Film)	Wed.	6:30	WHIO-TV	13.1
9.	Science Fiction Theatre (Ziv)	Sun.	10:30	WLWD	12.5
9.	Annie Oakley (CBS Film)	Tues.	7:30	WLWD	12.5

Americana to Expand 'Frontier Town' Series

AMERICANA FILMS, New York production firm organized six months ago, will expand its one-minute and five-minute *Frontier Town* tv film clips into a series made up of 30-minute programs, it was announced last week by Pat Bradley, co-founder of the organization.

Mr. Bradley also reported that 10 television stations currently are using the *Frontier Town* clips, designed to add impetus to already existing shows, particularly children's programs. These stations are WRCA-TV and WOR-TV, both New York City; WATV (TV) Newark, N. J.; WBZ-TV Boston; KDKA-TV Pittsburgh; WRCV-TV Philadelphia; WGTH-TV Hartford, Conn.; WHAM-TV Rochester, N. Y.; WRGB (TV) Schenectady, N. Y., and WICU (TV) Erie, Pa.

Frontier Town is filmed in Frontier Town, N. Y., located in the Adirondacks between Lake George and Lake Placid. The community, built in 1951 by Arthur L. Bensen, is a duplicate of an early settlement and peopled with men and women wearing pioneer costume and engaged in typical pioneer crafts, real cowboys and Indians. Such colorful characters as Weasel Eye Willie, onetime stagecoach driver; Chief White Eagle, a full-blooded Cherokee; Doug Higgins, 84-year-old glass blower, and others offer bits of authentic folklore.

Ariel Millias, veteran motion picture director whose experience goes back to the days of Harold Lloyd and Hoot Gibson, is co-founder with Mr. Bradley of Americana Films. In addition to *Frontier Town,* the company operates mobile film units which produce a *Your Town* documentary of individual communities, industrial and scientific films.

Americana Films headquarters is at 2345 Broadway, New York City.

National Telefilm Assoc. Reports Increased Earnings

EARNINGS in the current third fiscal quarter increased national Telefilm Assoc.'s net income for the nine-month period ended April 30 to $242,618 as compared to a loss shown for the entire fiscal 1955, Ely A. Landau, president of NTA, reported last week. Net income for the period was equal to 37 cents per share as compared to 22 cents a share earned in the first half of the fiscal year when $145,051 was earned and nine cents per share in the first fiscal quarter ($60,531 in earnings).

Exhibition contracts from July 31, 1955 (the end of the previous fiscal year), and April 30 of this year aggregated a record $3,560,898 or 49% above the gross volume for the entire 1955 fiscal year, according to Mr. Landau.

Deferred film rental income on April 30, of this year totaled $1,663,762 as against $526,835 on July 31, 1955, with this fiscal year's third quarter deferred film rental income rising 33% over the Jan. 31 figure of $1,248,701. Mr. Landau said that as a result of NTA adding 20th Century-Fox features and Paramount Pictures' short subject library to its own film library, "the company is in the strongest position in its history and can justifiably look forward to excellent prospects for still higher levels of earnings.

Plans for offering its 1,500 short subjects library in the form of 12 distinct program packages and for grouping its 52 20th Century-Fox feature films into one package were formulated at a national sales convention of National Telefilms Assoc., which opened in New York on June 9 and continued through last Tuesday [B•T, June 11].

The Paramount short subjects library, acquired by NTA recently when it purchased the UM&M Tv Corp., includes a variety of film shorts, cartoons, musical shows and specialized presentations released through September 1950. NTA's sales plans are to offer the short subjects to stations as 12 specialty packages.

The sales convention, which was presided over by Harold Goldman, NTA's vice president in charge of sales, also included sessions on promotion, legal affairs, booking, accounting practices and public relations. Speakers included Mr. Goldman, Ely A. Landau, NTA vice president, and Oliver A. Unger, executive vice president.

Trans-Lux Television Corp. Enters Distribution Field

FORMAL ENTRY of the Trans-Lux Corp. into the television distribution field was announced at a news conference in New York last week by Richard Brandt, president of Trans-Lux Television Corp., a wholly-owned subsidiary of the parent company.

Mr. Brandt reported the new company will engage in distribution of short subjects, feature films and syndicated films. The first project, he said, is the distribution of the Encyclopaedia Britannica films, comprising short subjects ranging in length from 11 to 22 minutes. The films not only will be sold to tv stations, Mr. Brandt said, but will be utilized for two new tv filmed programs to be sold to sponsors and agencies. Based on EB's current film schedule, the new series will be called *Profile,* dealing with outstanding world personalities, and *Once Upon a Time . . .*, a children's program.

Trans-Lux announced several weeks ago that Richard Carlton, formerly with UM&M corp., New York and Sterling Television Corp., had been named vice president in charge of sales. Mr. Brandt reported that Leo Brody, recently with UM&M Corp., has joined Trans-Lux Television as assistant to Mr. Carlton.

The new company will open at least six new offices in the U. S., initially in Chicago and Los Angeles, according to Mr. Brandt. Headquarters has been established at 625 Madison Ave., New York 22, N. Y. Telephone is Plaza 1-3110.

Mr. Brandt said Trans-Lux is negotiating for certain syndicated tv programs as well as for feature films, and announcements on these transactions are expected to be made shortly.

AAP Holds N. Y. Sales Meet

ASSOCIATED Artists Productions, New York, opened a two-day national sales meeting at the Hotel Biltmore in New York last Friday with an agenda devoted to sales plans of AAP's library of 754 Warner Bros.-produced feature films and cartoons.

The meeting was directed by Bob Rich, AAP general sales manager, assisted by Don Klauber, director of station sales, and Paul Kwartin, director of national sales. Scheduled to attend from the company's various divisions were Bob Kronenberg, west coast manager, and Lester Tobias and Ed Simmel; Ben Elrod, central manager, and Al Sussman and Bill Vidas; Norman (Buck) Long, southern manager, and Dick Carthey; Arthur Kalman, eastern manager, and Herman Katz, Seymour Abeles and Bob Morin; Gordon Carroll and Kirk Torney, national salesmen.

California Studios Space Leased by Kagran Corp.

THE KAGRAN CORP. has completed arrangements to lease for two years three stages and office space of the California Studios in Hollywood, it was announced last week.

Alan W. Livingston, Kagran president, said that his company also has an option to lease more space at the studios if and when added facilities are needed.

Plans call for filming pilots and other shows, such as *Life of Riley* and the new Wally Cox series, *The Adventures of Hiram Holiday* on the lot, Mr. Livingston said.

Warner Plans New Series

WARNER BROS. last week announced that a new dramatic series, "Conflict," would alternate next fall with "Cheyenne" on *Warner Bros. Presents* (ABC-TV, Tuesdays, 7:30-8:30 p.m., EDT). Six writers currently are at work on "Conflict" with production slated to start this month. *Warner Bros. Presents* will continue under the direct supervision of Jack L. Warner, studio production head, with William T. Orr as executive producer.

Israel Production Planned

PLANS were announced last week for the production in Israel of a new half-hour color tv film adventure series, *East to Adventure,* which is expected to be ready for release in the fall. The series will be distributed by RCA Recorded Program Services, New York. It will be produced by Orion Productions, New York, with Ted de Leon as producer and Sobey Martin as director. It is believed to be the first U. S. tv film series to be produced in Israel.

Official Expands in Europe

EXPANSION of European production facilities of Official Films Inc., New York, is being planned to accommodate the company's new costume-adventure series, it was announced by Harold Hackett, president. Mr. Hackett will fly to London July 1 to begin conferences on two new historical-action series, still untitled, and also will seek additional production facilities in southern France as well as a film processing laboratory in London.

FILM PEOPLE

Jerome Kates, producer director for MacManus, John & Adams, N. Y., named to sales staff of George Blake Enterprises, N. Y., producer of tv commercials and industrial films.

Ed Aaronoff, member of publicity staff of Universal-International Pictures, N. Y., for four years, appointed publicity director of MCA-Tv Film Syndication Div., N. Y.

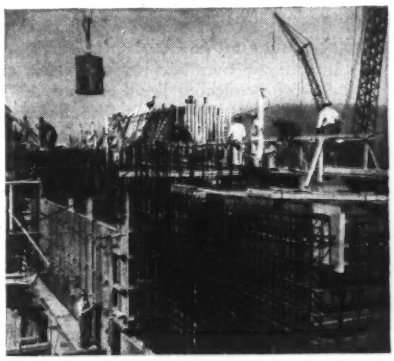
Solly Baiano, casting executive on ABC-TV *Warner Bros. Presents,* named talent executive at Warner Bros. Studios, assigned to develop acting personalities.

Ralph Morgan, 72, veteran stage and screen actor and founder of Actors Equity and Screen Actors Guild, died June 11 at his home in Manhattan. He retired in 1952.

Mrs. Mignon Levey, sales executive with Sterling Television Co., N. Y., mother of girl, Lisa Drew, June 1.

Only STEEL can do so many jobs so well

They Call It "Curling." Scottish soldiers introduced this game in Quebec, just before the Revolutionary War. The 40-pound granite stones are slid down a 140-foot sheet of ice, frequently with a "curling motion" that curves them around other stones. In the picture, members of the New Liskeard Curling Club, Ontario, sweep the ice ahead of the oncoming stone. Miles of USS National Pipe lie beneath many of the rinks, carrying the brine that freezes the ice.



First Atomic Power Plant is being built near Shippingport, Pa. This tremendous project uses thousands of tons of concrete —all reinforced with steel bars and mesh from U.S. Steel Supply.

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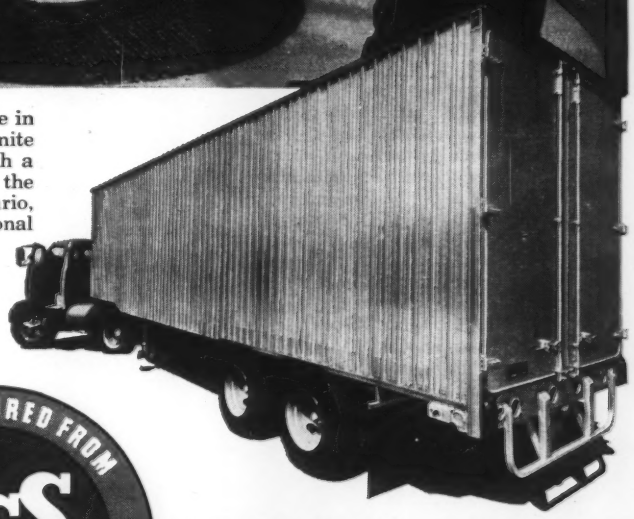
This trade-mark is your guide to quality steel.



Trailers That Won't Wear Out. It's true. No trailer made from Stainless Steel has ever been known to wear out, because Stainless is *far* stronger than other metals, and it will not corrode and weaken. The great strength of Stainless allows compact design. The trailer shown here, for example, has sides made from thin sheets of Stainless Steel, corrugated into walls that are only one inch thick. Consequently, it can carry much more cargo than ordinary trailers.

UNITED STATES STEEL

For further information on any product mentioned in this advertisement, write United States Steel, 525 William Penn Place, Pittsburgh 30, Pa.

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OIL WELL SUPPLY . . TENNESSEE COAL & IRON . . UNITED STATES STEEL PRODUCTS . . UNITED STATES STEEL SUPPLY . . *Divisions of* **UNITED STATES STEEL CORPORATION, PITTSBURGH**
UNITED STATES STEEL HOMES, INC. • UNION SUPPLY COMPANY • UNITED STATES STEEL EXPORT COMPANY • UNIVERSAL ATLAS CEMENT COMPANY 6-1452

SEE The United States Steel Hour. It's a full-hour TV program presented every other week by United States Steel. Consult your local newspaper for time and station.

FILM SALES

Ziv Television Programs, N. Y., has announced sale of its *Cisco Kid* and *Mr. District Attorney* tv film series to Radio-Tv Tokyo for airing on stations in Tokyo and Osaka. Programs, which will be made available for sponsorship by Japanese advertisers, are said by Ziv Tv to be "first American-made film programs scheduled for telecasting in Japan." Japanese subtitles will be used.

Television Programs of America, N. Y., has sold *Stage 7* tv film series to National Brewing Co. of Michigan (National Bohemian beer), Detroit, for showing in Richmond, Norfolk, both Va.; Lancaster, Pa.; Orlando, Fla.; Greenville, S. C., and Montgomery, Ala. American Home Products Corp. (Chef Boy-ar-Dee), N. Y., through Young & Rubicam, N. Y., has expanded its markets on *Stage 7* to include Wilkes-Barre and Harrisburg, both Pa.

FILM PRODUCTION

Joyce International Pictures, L. A., planning tv film series titled *The Kut-Up Kids,* featuring child actors in takeoffs on established tv shows. Albert Joyce is producer, with casting directed by Lynn Stalmaster and first two scripts written by Al Martin, who wrote "Our Gang" comedies for Hal Roach. July 1 is production date.

Walt Framer Productions, N. Y., plans to begin production this summer on new half-hour tv film series, *Confessions of a Scoundrel,* based on biography of Guido Orlando, international press agent.

Dudley Television Corp., Beverly Hills, Calif., announces August production date for *Crime & Punishment,* new hour tv series in color based on outstanding legal cases, with introduction by Jake Ehrlich. Several films in series to be produced in England through Dudley Pictures International (Great Britain) Ltd.

Screen Gems Inc. is scheduled to begin production today (Monday) on a 90-minute film program, *The Country Husband,* which will be used during the 1956-57 season on CBS-TV's *Playhouse 90* series. Screen Gems, which will produce eight films for the series, claims it is "first company in history to produce a series of 90-minute film programs."

FILM DISTRIBUTION

Muscular Dystrophy Assns. of America offering stations on free loan new 13:35-minute color film, "Where the Green Grass Grows." Film, narrated by Alexander Scourby, shows group of dystrophic youngsters enjoying normal camping experience for first time. MDA address is 1790 Broadway, New York 19.

American Medical Assn. to release shortly film dealing with traffic safety and made at recent AMA convention demonstrations of auto crash research. Ford Div. of Ford Motor Co. is co-sponsor of film, produced by Medical Communications Inc., Newark, N. J., with technical assistance by Sturgis-Grant Productions, N. Y.

FILM RANDOM SHOTS

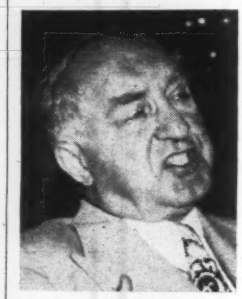
Van Praag Productions, N. Y., Detroit and Carol Gables, Fla., tv film producer, announces new Hollywood office, to be headed by Hugh Stanley Hole, formerly of firm's N. Y. headquarters.

AFM REBELS AGAIN TAKEN TO WOODSHED AT ATLANTIC CITY ANNUAL CONVENTION

President Petrillo's disciplinary action against Hollywood rebel faction, led by Cecil F. Read, upheld. Convention also votes down, without debate or dissenting vote, Local 47 proposal on trust fund.

AS anticipated, the 59th Annual Convention of The American Federation of Musicians in Atlantic City last week produced virtually unanimous support for AFM President James C. Petrillo and his followers in the controversy with rebel leaders of Local 47 of Los Angeles.

The nearly 1,300 delegates to the convention voted last Tuesday to support the administration's expulsion of the avowed leader of the rebel group, Cecil F. Read, and 10 of his supporters. In addition, the convention on Wednesday rejected without debate or dissenting voice all of the 12 resolutions offered by members of that local to affect changes in the music performance trust funds and other policies of the federation.



MR. PETRILLO

The convention action was on an appeal by Mr. Read and his followers from disciplinary sentences imposed by the union's International Executive Board [B•T, May 14]. Mr. Read was ordered suspended from membership in the union for one year, the others for one day, following charges brought by Local 47 President John te Groen and Recording Secretary Maury Paul, whom the Read faction had ousted from office. The revolt within Local 47 stemmed largely from dissatisfaction over the music performance trust funds, with the local contending that it contributed a large portion of the total monies paid into the funds through royalties on mechanized music but received only a share-and-share-alike return.

Some seven hours of debate preceded the vote of the convention to sustain the International Board's rulings against the leaders of the dissident west coast faction. The defendants made these points in their appeal before the convention: They disclaimed any desire to "rupture" the trust funds; they argued the rights of members to disagree with Local 47 officers and disputed the charge of "dual unionism;" they called on the federation for activity to revise the local's copyright laws and for "more democratic" administration of the local; they asked for a voice by "critical membership" in the negotiation of wage contracts, and they claimed that a disputed membership meeting actually was a legal action.

Mr. Read called the attitude of national officers "defeatist" in the face of declining work opportunities. He criticized the federation for refusing to authorize a strike against the broadcasting networks, which he said was planned by the Los Angeles local and New York Local 802 as a move to abolish or further limit the use of canned music. He disclaimed having suggested the dissolution of the trust funds.

At the conclusion of the appeals, Mr. Petrillo launched a bitter attack against the rebel leaders. He claimed that Mr. Read's group wanted to get sole performers rights, and "freeze out" other union members who obtain work through monies provided by the trust fund.

After Mr. Petrillo's stand, various officials of AFM locals appeared and voiced approval of the International Board's action. One dramatic highlight was the introduction of a taped record, purportedly of the meeting at which Mr. Read and some 125 members of the local planned to revolt against the elected officials of Local 47.

A standing vote was taken on the disciplinary action against Mr. Read and his 10 followers, and the chairman announced the vote was unanimous to sustain the International Board's decision.

The second setback by Local 47 was the defeat of its 12 resolutions designed to effect changes in the operations of the music performance trust funds and to limit the powers of the International Executive Board. Voted down were the resolutions to repay funds now going to the MPTF to the musicians employed in making motion pictures; to recognize the residual right of the individual musicians in international and national copyright conventions; to stop the practice of diverting wage increases of musicians in the recording industry into the MPTF; to increase the voting power of locals at convention by more than 10 votes; to limit use of funds collected by and belonging to the federation; to deprive the executive board of its power to hear appeals, and to prohibit the International Board from diverting funds from payments for transcriptions.

Mr. Petrillo reported that nearly $3 million will be distributed by these funds this fiscal year to musicians under the music performance trust funds. In 1957, he said, about $3.6 million will be expended from the funds. Mr. Petrillo predicted that the 1958-59 allocations would approximate $4 million.

On Tuesday Mr. Petrillo was returned without opposition for his 17th consecutive term as AFM president. Also re-elected were Charles L. Bagley, vice president; Leo Cluesmann, secretary, and George Clancy, treasurer.

Incumbent members of the executive board who were re-elected are Lee Repp, William J. Harris, Herman D. Kenin, Stanley Ballard and Walter M. Murdoch. Al Manuti, president of New York Local 802, was nominated for the board but was defeated.

RADIO PAY BIGGEST TO U. S. MUSICIANS

RADIO is still the main source for payments to musicians, according to an annual report made to the 59th annual convention of the American Federation of Musicians in Atlantic City last week (see separate story).

Although payments from radio stations in the U. S., Canada, Puerto Rico and Honolulu declined in 1955 from the previous year, a total $15,161,000 in wages went to musicians last year.

The radio stations paid the musicians about $5.6 million more last year than did tv stations, although the latter increased their payments to $9,544,000, including $1.5 million for tv films and jingles, as compared to the previous year's $7.7 million, which included nearly $1.3 million in tv films and jingles.

The grand total—radio and tv—of payments received by musicians from broadcast stations totaled $24,705,000 last year, thus reaching

nearly the same level as in 1954 when the grand total was $24,718,978.

This $24.7 million plus for radio-tv overshadowed theatrical employment, which brought in $6,178,000 (a slight increase over 1954's $5,923,560), and major film producers (in Hollywood) which employed 303 musicians for a payment of $2,768,000 (compared to 303 musicians and $2,674,821 in the previous year) and another $1,117,000 for non-contract musicians ($1,209,935 in 1954). Gross earnings from Hollywood's independent producers in 1955 totaled $635,313, compared to last year's $498,202. In New York, feature film work earned musicians $114,052 last year compared to the previous year's $132,137.

From the phonograph record industry, musicians gained $3,076,000 in wages to sidemen, who were paid $3,093,000 in the previous year, and $752,272 to leaders (paid $658,337 in 1954). These earnings, it was explained, do not include royalties paid directly to leaders but are based on flat union scale.

Meanwhile, strife-torn Local 47 will ask its 15,000 members June 25 to approve a boost in dues. The union's auditors told the board last week that a financial crisis has resulted from expenses incurred in the fight against Mr. Petrillo. G. R. (Bob) Hennon, Local 47's financial secretary, said the board will ask members to approve an increase in dues from $2.50 to $3.75 per quarter with tax on earnings increased from 1½% to 2%.

AFTRA National Board Plans To Investigate 'Secret Group'

THE New York local of the American Federation of Television and Radio Artists, which has had internal rumbling over the past few years largely over the issue of so-called "blacklisting," was faced with another membership controversy last week when AFTRA's national board announced it would investigate charges made by 24 local members that "a secret inner group" has been conducting local union business at secret caucus meetings.

Though the national board did not disclose whether the alleged meetings were concerned with "blacklisting" or give any indication of the subjects discussed, B•T learned from a source outside the union that the 24 members who brought charges claimed that radio and television producers had attended the secret caucus meetings, and the question of work agreements reportedly had been discussed.

The national board named a special committee to look into the charges made by the 24 members. The committee has been directed to seek information regarding the alleged caucus meetings from members and officials of the board and report its finding to the national board, which will decide whether formal charges are to be brought against the local or any of its members or officers.

A statement from the national board noted "with strong disapproval" that "certain members and representatives of the New York local, speaking in their official capacities, have been making public statements in the press which have been interpreted as statements of national policy. . . ." It pointed out that such public statements are contrary to a national AFTRA by-law which states that " . . . in no event shall any local take any action which in the opinion of the national board is injurious to any local or detrimental to the interests of the association."

The special committee consists of Travis Johnson, chairman, and Al Hodge, Vicki Viola, Jack Costello and Rae MacGregor.

What Makes Columbus A Market?

Panoramic view of greater Columbus*

Last year, in Columbus, Ohio, 551,000 people spent 146 billion dollars on food alone.

Each week, 7 major Columbus shopping centers serve over a million consumers, and . . .

Each day, the influence of WBNS-TV's commercials is reflected in the sales volume of 3,774 food, drug and variety stores.

WBNS-TV Coverage Facts

Total population 1,872,900

Total families 556,000

Total TV homes 500,400

WBNS-TV is 1st choice with advertisers and viewers in mid-Ohio, where both market and WBNS-TV are too important to overlook.

* Photo courtesy of Lockbourne Air Force Base, Strategic Air Command, Columbus, O.

Number 1 in "Columbus Market" series.

WBNS—TV

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CBS-TV Network . . . Affiliated with Columbus Dispatch . . . General Sales Office: 33 N High St.
REPRESENTED BY BLAIR TV

NARTB BOARDS MEET IN D. C. THIS WEEK; RADIO, TV CODE REVISIONS ON AGENDA

Schedule is for Tv Board session Wednesday, Radio Board Thursday and combined meeting Friday. Amendments to industry's voluntary codes scheduled for consideration as over-commercialization charges continue to be heard from all sides.

CHANGES in both the Tv Code and Radio Standards of Practice will come before the NARTB combined boards starting Wednesday when their directors meet in Washington for the semi-annual session.

With charges of over-commercialization heard from all sides, the boards will consider amendments to the industry's voluntary codes. These changes are designed to promote adherence by radio and tv stations and networks and to clear up confusion.

The Tv Board will take up two amendments submitted by the NARTB Tv Code Review Board. The first would modify the tv code to admit tv film producers and distributors as affiliate subscribers, greatly broadening the code's impact on programming at the source. A second amendment is designed to clarify the language covering back-to-back announcements at stations breaks so it conforms to the prevailing industry practice of using commercial identification spots between announcements.

At its recent meeting the Tv Code Board announced it was advising several code subscribers disciplinary action is pending because of operating practices that do not conform to the code [B•T, June 11]. The code group issued interpretative rulings covering pitch programming, virtually banning this type of advertising, and combination or piggy-back announcements.

New Code Rulings

New code board rulings adopted a fortnight ago, include a finding that the language covering advertising "acceptability" (Par. 1f), dealing with personal products not usually acceptable topics in mixed social groups, should be applied to products covering hemorrhoid treatment and those used in connection with feminine hygiene. The board also held that commentaries and film excerpts from theatrical releases may constitute "advertising copy" and in such cases should be counted against the allowance for advertising copy. G. Richard Shafto, WIS-TV Columbia, S. C., will report for the tv code group.

To promote adherence to the Radio Standards of Practice, the Radio Board will take up suggested identification techniques for broadcasters. These would include visual symbols for use in station promotion, printed material and advertising. Also being considered are proposed aural identificatons for use on the air. Walter E. Wagstaff, KIDO Boise, Iowa, will report for the standards committee.

The semi-annual meetings open Tuesday morning with an indoctrination program for new board members elected at the am balloting in the winter and the tv elections held during the April industry convention in Chicago. The finance committee meets Tuesday afternoon and the by-laws group Wednesday afternoon.

The Tv Board convenes Wednesday morning at the Mayflower Hotel. Radio directors meet Thursday and the combined boards assemble Friday. The Radio and Tv Boards each will elect a chairman and vice chairman.

Topics on the tv agenda include membership, FCC petitions, community antennas, AT&T tariffs, tv circulation project, plans for Television Week (Sept. 23-29) and a discussion of the industry convention and regional meetings.

Facing the Radio Board are such subjects as the FCC petition for extension of remote control to all radio stations, an evaluation of radio circulation techniques, membership and convention-regional meeting discussion.

Directors will act on a petition for a new election on a by-laws change that removes the four at-large classifications (large, medium, small and fm stations) from the Radio Board. More than enough signatures for the new vote have been submitted, petitioners contending many members who voted to eliminate the eight at-large directors were not fully apprised of the facts. Gilmore Nunn, WLAP Lexington, Ky., will report on international affairs as delegate to the Inter-American Assn. of Broadcasters.

The combined boards at their Friday meeting will take up administrative problems such as group insurance for member stations, freedom of information, plans for the 10th annual Voice of Democracy contest, state association reports and employe relations topics.

Directors joining the board as a result of the recent elections are: Radio Board—Robert B. Hanna, WGY Schenectady; Edward F. Baughn, WPAG Ann Arbor, Mich.; Ben Sanders, KICD Spencer, Ia.; Robert L. Pratt, KGGF Coffeyville, Kan.; Robert O. Reynolds, KMPC Los Angeles; William C. Grove, KFBC, Cheyenne, Wyo., and Merrill Lindsay, WSOY-FM Decatur, Ill. Tv Board—John E. Fetzer, WKZO-TV Kalamazoo, Mich.; Payson Hall, Meredith Publishing Co.; Howard Lane, KOIN-TV Portland, Ore.; Harold P. See, KRON-TV San Francisco; James D. Russell, KKTV (TV) Colorado Springs.

David Wilson, KPLC Lake Charles, La., new radio director who has been recovering from illness, and John B. Poor, MBS, are not expected to attend.

Virginia Assn. Names Pryor New President

EMERSON J. PRYOR, WDAN Danville, was elected president of Virginia Assn. of Broadcasters Wednesday at the opening of the association's two-day meeting, held at Williamsburg. He succeeds John L. Cole Jr., WHLF South Boston.

Other officers elected were Carl L. Lindberg, WPIK Alexandria, vice president, and Milton B. Henson, WREL Lexington, secretary-treasurer. Board members are Charles P. Blackley, WTON Staunton; Thomas P. Chisman, WVEC Hampton; Earl M. Key, WKEY Covington; Robert H. Smith, WCYB Bristol, and E. S. Whitlock, WRNL Richmond.

MR. PRYOR

FCC Comr. John C. Doerfer warned broadcasters about over-commercialization, mentioning Washington, D. C., as a city where it is found though most stations are doing a good job. The mere fact that a station renewal was granted, he said, doesn't mean that questions weren't raised during consideration. He said the Commission is searching for criteria, "a floor below which you can't go," in evaluating station service but the problem involves censorship and interpretation of powers granted under the law.

Comr. Doerfer described Sec. 315 (political) of the Communications Act as impractical and said its impact on charges and time have a utility aspect. He contended the mandatory aspects of the rule, requiring equal time, for example, should be struck out and a "rule of reason" substituted. Let's trust the broadcaster and give him a chance to handle political matters according to his public service concepts, he suggested. Then if the privilege is abused, appropriate steps can be taken.

Harold E. Fellows, NARTB president, called for balanced programming and reminded that "broadcasting starts with the audience and not the advertiser." The overall commercial policy should receive the continuing attention of an alert station manager, he said.

Eighty delegates were registered at the meeting. Speakers included Oliver Gramling, AP assistant general manager; Ken Gordon, WFTR Front Royal, retiring VAP secretary-treasurer; Kenneth Brodney, UP foreign correspondent; Calvin T. Lucy, WRVA Richmond, legislative committee chairman. A panel discussion included Mr. Lindberg; Donald G. Heyne, WINA Charlottesville, and Mr. Chisman.

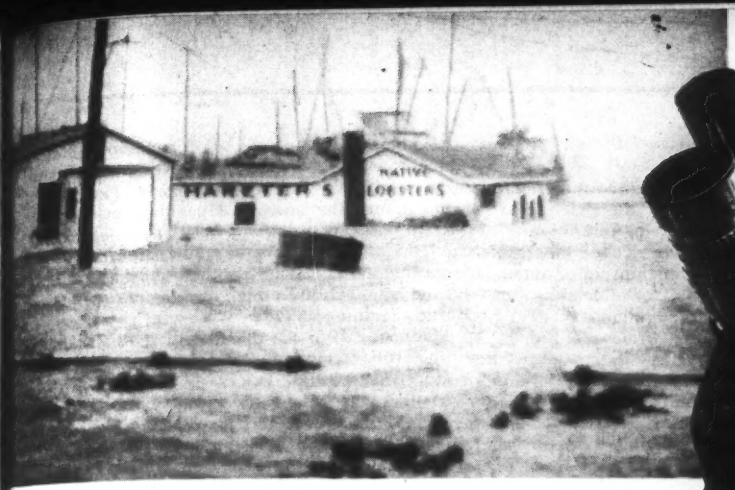
ORGANIZATION PLAN SET FOR AMST MEET

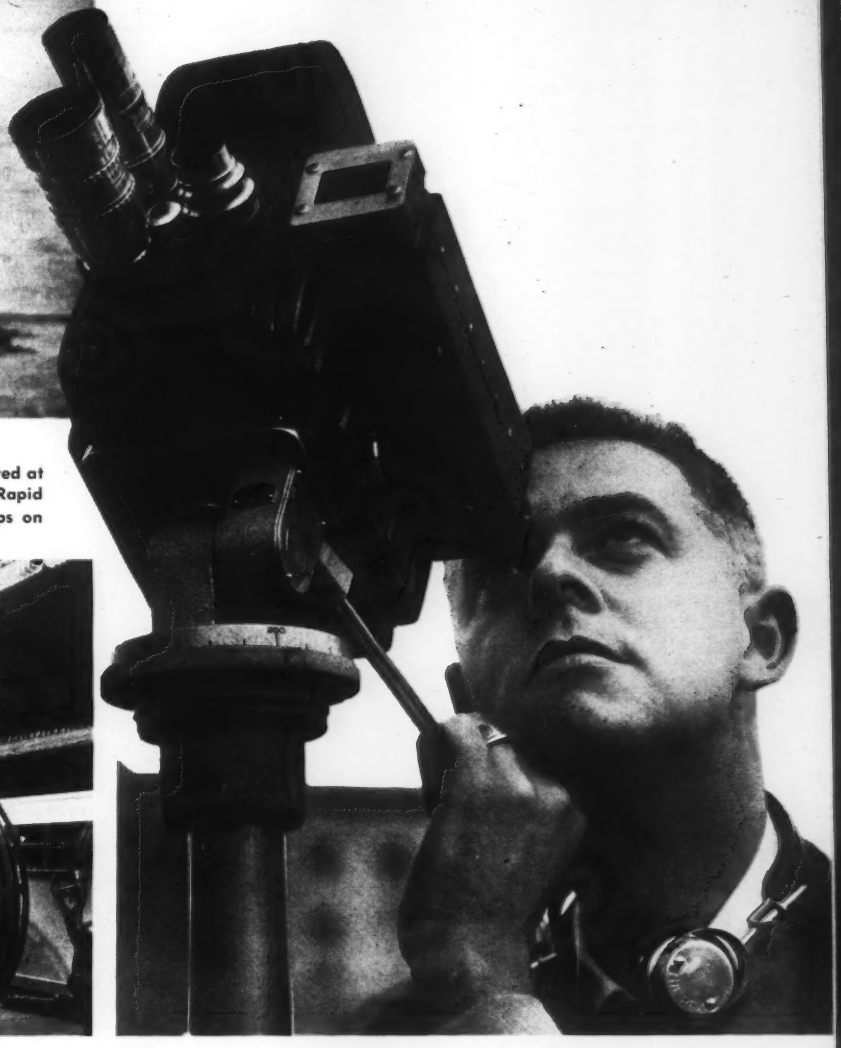
PLANS for formalizing the organization of the new Assn. of Maximum Service Telecasters, formed June 1 in New Orleans [B•T, June 4], will be a major business of the AMST executive committee Thursday when it meets in Washington, D. C. The executive committee, comprising the temporary officers and board members who were elected at the New Orleans meeting to serve until a formal election is held following the establishment of an official permanent form of organization, is expected to decide this week whether the group should legally become an association or a corporation.

The appointment of two committees which will make reports and recommendations to the executive group on Thursday was made last week by Jack Harris, vice president and general manager, KPRC-TV Houston, temporary president of AMST. One is the engineering committee, which has been asked to draft plans for a project that would encompass a nationwide field study of tv station coverage and such other points as improved antennas and receivers, and also to recommend the appointment of an engineer or engineering firm to carry out the overall engineering program of AMST. The other is the legal committee, which will make recommendations for the retention of legal counsel for the new organization.

John H. DeWitt, president, WSM-TV Nashville, is chairman of the engineering committee. Its other members are Thomas Howard, Jefferson Standard Broadcasting Co., Charlotte, N. C.; P. A. (Buddy) Sugg, WKY-TV Oklahoma City; George Storer Jr., Storer Broadcasting Co.; Harold See, KRON-TV San Francisco, and W. C. Wearn, WFBC-TV Greenville, S. C.

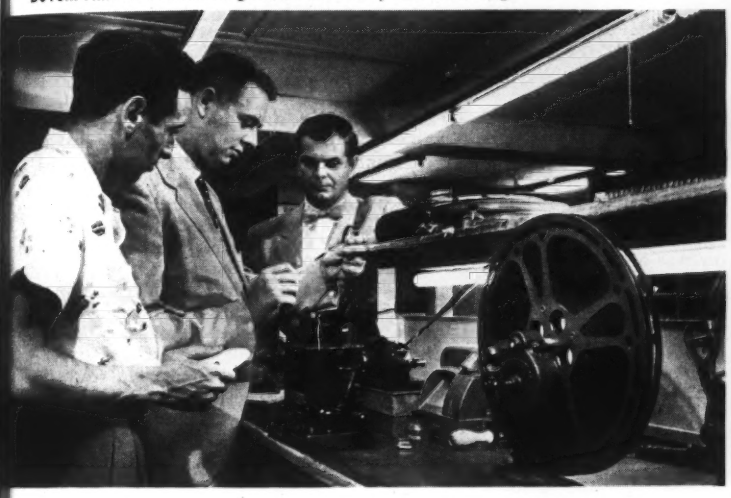
Robert D. Swezey, executive vice president and general manager, WDSU-TV New Orleans, is chairman of the AMST legal committee. Other members are Harold Stuart, KVOO-TV





ABOVE: Enlargement from 16-mm frame taken during Hurricane "Carol."

BELOW: Film Editor Harold Wordsman (left), William Cooper (also pictured at right), and Ken Phelps of Du Pont discuss filming of show on 931 High Speed Rapid Reversal Film. About audio Cooper says, "We make single-system pickups on Du Pont Film that sound as good as double-system recordings."



"We shot a hurricane and got a Peabody Award ...thanks to the speed and latitude of Du Pont 931!"

—says William L. Cooper, Jr., Film Director, WJAR-TV, Providence, Rhode Island

"Our coverage of Hurricane 'Carol' earned the coveted Peabody Award and three other national awards. Our ability to record this tragic event was largely due to the high speed and wide latitude of Du Pont 931 Motion Picture Film," says William L. Cooper, Jr., of WJAR-TV.

"When the hurricane hit, we filmed the disaster in the face of gale-force wind ... rain and salt water ... difficult lighting conditions. After every 100 feet of exposure, we'd open our cameras and wipe the water from the inside ... no question ... *we were shooting* under impossible conditions, yet the film performed perfectly.

"During the storm, all electricity was out ... over 5,000 feet of Du Pont Film had to be *hand-developed* and washed in muddy, oil-streaked water. But, even under these primitive photographic conditions, the film turned out exceptionally well ... the pictures were clear and well defined ... Du Pont 930 and 931 had far exceeded our greatest expectations! I feel that *no other film* could have taken the punishment and come through with such remarkable results!"

Mr. Cooper continues, "We like the soft tones we get with Du Pont Film which are so necessary for really fine TV reproduction. And these films always give consistently fine results. With rapid reversal Du Pont film, our processing machines can be operated at extreme temperatures, too. Processing and drying of film can be done in about *five minutes* —ready for projection."

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Atlanta 5, Ga. .....805 Peachtree Building
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Cleveland 16, Ohio ...20950 Center Ridge Road
Dallas 7, Texas .....1628 Oak Lawn Avenue
Los Angeles 38, Calif..7051 Santa Monica Blvd.
New York 11, N. Y. .....248 West 18th Street
Wynnewood, Pa. ....308 East Lancaster Avenue
Export..Nemours Bldg., Wilmington 98, Delaware
Canada..Du Pont Company of Canada Limited, Montreal

DU PONT
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BETTER THINGS FOR BETTER LIVING
. . . *THROUGH CHEMISTRY*

DU PONT MOTION PICTURE FILM

Tulsa, and George W. Norton Jr., WAVE-TV Louisville.

In addition to organizational, engineering and legal affairs, the executive committee will also consider plans for a membership drive. As decided at the New Orleans meeting, at which some 65 tv stations were represented, AMST membership is open to any station, uhf or vhf, "rendering maximum service by operating at the maximum effective radiated power permitted for such station by the rules and regulations of the FCC."

The objective of AMST, as set forth by the New Orleans assembly, is "to assist the appropriate government authorities and the industry in assuring the maximum television service for the people of the United States, and to follow the intent of Congress in the Communications Act of 1934 as amended." In the pursuance of this goal, AMST also adopted the requirement that "each member must operate in the best interest of the people (urban and rural) in its total service area."

Dues were set by the New Orleans meeting at the highest quarter-hour rate of each member station, payable twice yearly. Belief was expressed that these dues, amounting perhaps to $35,000-$45,000, would finance regular AMST operating expenses, with other projects such as the proposed engineering field study, being underwritten by special assessments on the AMST membership.

TELECASTERS 'WARNED' ABOUT PROPERTY RIGHTS

NARTB Television Vice President Brown, speaking at National Community Television Assn. convention, says if video executives 'sleep' on these rights they may lose them.

SPECTRE of a law suit to enforce the property rights telecasters have in their programs and their signals was raised last week by Thad H. Brown, NARTB television vice president, in a speech to more than 400 representatives of community television systems.

Mr. Brown's remarks were made at the opening session of the National Community Television Assn. convention in Pittsburgh's William Penn Hotel June 12-14. Antenna operators also heard Burton Hanft, Screen Gems director of business affairs, and Harold Cowgill, Common Carrier chief, FCC.

Telecasters have property rights in their signal and in their programs, Mr. Brown declared. If telecasters "sleep" on these rights, they may lose them, he said. Unless community tv operators acknowledge this, Mr. Brown warned, the courts must decide.

"It comes right down to this," Mr. Brown declared. "The bone of contention, in a word, is the matter of property rights and your use without a fare-you-well for personal gain of that which the telecasters conceive to be their absolute property right. It relates not only to the right but to the premise and the manner in which the most of you have gone about effecting your operations and asserting your position . . ."

Mr. Brown declared he did not doubt that telecasters would approve the pickup and distribution of their signal and programs without charge. He also foresaw the day when "valleys" would be served by off-the-air satellites, boosters and translators.

Mr. Hanft, making much the same legal argument, indicated that film distributors would expect payment for the use of their product on community tv systems.

Mr. Cowgill discussed the three major questions under consideration by the FCC regarding community tv systems: (a) interference to broadcasters and other services from cable company equipment, (b) relationship of antenna systems to television from an allocation viewpoint, and (c) whether community tv systems are engaged in common carrier operation.

Rebuttal to these points was made by E. Stratford Smith, NCTA executive secretary and general counsel. Essence of Mr. Smith's remarks was that there was no infringement on property rights because antenna systems were furnishing a service, not selling programs. The public is entitled to receive telecasts, Mr. Smith emphasized, and community tv systems furnish the service that brings these signals to the viewer. It does nothing that the viewer could not do for himself if he wanted to spend the money, he averred.

The NCTA members elected Bill Daniels, Casper, Wyo., cable company operator, president succeeding Martin F. Malarkey Jr., Pottsville, Pa., multiple community tv operator. Other new officers: George Barco, Meadville, Pa., vice president; A. L. Malin, Laconia, N. H., secretary; Randolph Tucker, Stamford, Conn., treasurer. Elected to the board of directors were the following new members: Lloyd Calhoun, Hobbs, N. M.; Larry Boggs, Ardmore, Okla.; Clive Runnels, Williamsport, Pa.; Bruce Merrill, Phoenix, Ariz.; Ralph Shepler, Elkins, W. Va. Mr. Malarkey was also named to the 23-man board.

Election of New Directors Announced by NAFBRAT

ELECTION of two new directors and 12 incumbent directors is being announced today (Monday) by the National Assn. for Better Radio & Television, Los Angeles.

New directors elected to the board for a three-year term are Morton Edwards, editor of *Two to Five World News,* a publication designed for parents with children of from two to five years old, and John D. Henderson, librarian of the Los Angeles County Public Library.

Incumbent directors: Mrs. A. Stanley Adams, Kappa Gamma Pi; Dr. Richard Atkinson, author; Benedict Cottone, former FCC general counsel; Mrs. Clara S. Logan, founder member and current president of the association; Mrs. Ellwood J. Munger, California Federation of Women's Clubs; Dr. John Schwarzwalder, manager of KUHT, University of Houston; Gilbert Seldes, radio-tv critic; Robert Lewis Shayon, radio-tv editor; Dr. Charles Siepmann, chairman of Communications Dept. of New York University; Dr. Dallas Smythe, research professor of communications, University of Illinois; Jerome Spingarn, lawyer; Dr. Norman Woelfel, director of teaching aids laboratory at Ohio State University.

NAFBRAT is a non-profit corporation, founded in 1949 and dedicated to the advancement of specific listener-viewer interests in radio and tv.

Ford Foundation Fund Plans Twenty Creative Study Grants

APPLICATIONS are being accepted by The Fund for Adult Education, established by the Ford Foundation, for 20 study grants exclusively for creative persons in mass communications. Individuals—writers, editors, producers or directors in the press, magazines or educational films as well as mass communications faculty members—will be selected for their work and their promise in order to engage in the study or training of their own choosing. Purpose of the grants, the amount depending on the program, "is to broaden and better the contribution of the media to liberal adult education," according to C. Scott Fletcher, president of the fund, who announced the opening of the Leadership Training Awards Program in the Mass Media for 1957-58, the first of its kind. Deadline for receipt of applications — obtainable from Leadership Training Awards (Mass Media), The Fund for Adult Education, 320 Westchester Ave., White Plains, N. Y.—is Oct. 31.

TV UNIQUE MEDIUM, HEBREW GROUP TOLD

Limitations of medium as well as specialized demands stressed by ABC's John Daly, other speakers at fourth annual Rabbinical Television Workshop.

TELEVISION is a unique medium with limitations as well as specialized demands, the fourth annual Rabbinical Television Workshop, meeting last week at ABC-TV's New York studios, was told. The conference was sponsored jointly by the New York Board of Rabbis and the New York Chapter of the American Jewish Committee.

Network speakers and leading clergymen in the religious tv field took part in the program which, in general, made these points, among others:

- The clergyman who uses tv to reach the people has an audience whose time and attention are being sought by other video programs. With this in mind, the clergyman must speak directly to the people and about their problems.
- In educating divinity students, seminaries should include courses in religious tv.

Both John Daly, ABC's vice president in charge of news, special events, sports and public affairs, and the Very Rev. James A. Pike, dean of the Cathedral of St. John the Divine, emphasized the need for instruction at the student level. As explained by Mr. Daly, a "crash course" for divinity students in all denominations would help those entering the clergy to be equipped to transmit religious concepts successfully to the unseen tv audience.

Need For Good Programing

Mr. Daly also asserted that religious programming must meet the high standards of a very competitive medium in order to obtain a place on the program schedule and then attract and hold its audience "which is certainly more discriminating and demanding than the general audience."

Speakers at the workshop, attended by 35 rabbinical leaders, noted that an effective pulpit speaker is not necessarily effective before the tv camera. Dean Pike, who has his own tv show, noted that some of the most distinguished people "turn out to be lemons on tv," explaining that some excellent speakers freeze up or change in personality when before the television audience.

All of the speakers—clerical or secular—held to the preaching of religion on tv in a personal manner, through conversation to the family and on the personal problem level, or, as suggested by Fred W. Friendly, co-producer of CBS-TV's *See It Now,* through the documentary technique. Mr. Friendly and Robert Weitman, CBS vice president in charge of program

development, urged clergymen to get away from the studio and dramatize their messages.

Mr. Weitman forwarded ideas of visiting army camps or the "hinterland" where one could illustrate a point with actual persons rather than with actors. Mr. Friendly thought the religious tv producer should take his camera out into the world and thus interpret today's problems and events in religious terms, by perhaps visiting hospitals or the race track to illustrate certain moral values.

Stockton Helffrich, NBC's continuity acceptance director, was a luncheon speaker. He told the religious leaders that his department often makes a contribution on the "positive" side rather than only the negative (via script censorship) by pointing out wherever possible how ideas can be substituted to enrich the program. In addition to discussing the network program, Mr. Helffrich also commented on his department's chores on commercials and various phases of the work such as its policy on references or treatment of minority groups.

Actual practical techniques were discussed by a network panel made up of Wiley Hance, ABC manager of public affairs; Dr. George Crothers, CBS director of religious tv, and Doris Ann, NBC's supervisor of religious tv. George Hamilton Combs, ABC news commentator, was the panel moderator.

Other participants included Rabbi Harold H. Gordon, executive vice president of the New York Board of Rabbis and Rabbi David I. Golovensky, vice president of the board, who presided over the two-day session.

Discussed was a proposed ABC-N. Y. Board of Rabbis "tv manual" for use of rabbinical students, and for religious leaders who wish a better acquaintanceship with television.

AAW AD-ORAMA SESSION WILL HEAR MRS. PRIEST

Strouse will deliver keynote address to 53rd annual convention of advertisers, meeting in Los Angeles June 24-28.

ONE THOUSAND delegates are expected to attend the 53rd annual convention (Ad-Orama) of the Advertising Assn. of the West, convening June 24-28 in Los Angeles' Statler Hotel.

Ivy Baker Priest, Treasurer of the U. S., will be the principal speaker at the first luncheon session June 25. Mrs. Priest will speak on "The Government's Official View of Advertising in Today's Economy." Norman Strouse, president of J. Walter Thompson Co., New York, will deliver the convention keynote address.

John Kemp, AAW president, will preside at the beginning session. Opening-session speakers, in addition to Mr. Strouse, include Nelson Carter, president, Advertising Club of Los Angeles, and Robert Sample, general chairman of the Ad-Orama convention committee.

Convention Program Chairman Russell Z. Eller, advertising director of Sunkist Growers, announced that the convention program includes, besides the various speakers, a fashion show, an "Ad-Orama Pageant" and a speaking contest in which seven young men and women will compete for the N. W. Ayers award on the subject, "What is Advertising's Obligation?"

The delegates will be conducted on a tour of CBS Television City June 26, with Howard S. Meighan, CBS vice president in charge of the western division, as host.

Other principal speakers scheduled for the convention:

Dr. Robert Feemster, chairman of the executive committee, *Wall Street Journal*, New York; J. V. K. Harger, advertising manager of the Cutter Laboratories, Berkeley, Calif., on "Our Big Emergency;" William G. Werner, director of public and legal services, Proctor & Gamble, on "Four Guideposts in Advertising;" George P. Hitchings, chief economist of the Ford Motor Co., on "What's Ahead for Business;" John Karol, vice president, CBS; Don Belding, chairman of the executive committee, Foote, Cone & Belding, New York, on "You Shout So Loud I Can't Hear You;" Dore Schary. vice president and production manager, MGM; Hal Stebbins, president of Hal Stebbins Inc., Los Angeles; Henry Mayers, president The Mayers Co., Los Angeles, and the final address of the convention will be by Earl J. Glade, former mayor of Salt Lake City and advertising veteran in the Rocky Mountain region.

TvB Schedules Showings

THREE major showings of Television Bureau of Advertising's overall tv presentation for advertisers and agencies were scheduled last week by TvB's Oliver Treyz, president. First showing is slated for the Sheraton-Cadillac Hotel in Detroit on June 28. The other two will be held July 10 at the Cocoanut Grove, Hollywood, and on July 12 in the Gold Room of the Fairmont Hotel in San Francisco. The presentation, with only some modification, will be the same that was made at NARTB's convention in Chicago and last month at the Waldorf-Astoria in New York [B•T, May 28]. Mr. Treyz and Gene Accas, TvB's director of operations, will conduct the showings.

again WFBC-TV Swamps Competition in Carolina 5-County* Pulse Survey

LATEST AREA PULSE SURVEY OF TELEVISION AUDIENCE
(5 Counties) SHARE OF TELEVISION AUDIENCE

Time	TV Sets In Use	WFBC-TV	Station B	Station C	Station D	Other Stations
SUNDAY						
12 Noon-6:00 P.M.	35.7%	48%	24%	15%	8%	4%
6:00 P.M.-Midnight	51.3%	55%	23%	16%	2%	4%
MON. THRU FRI.						
7:00 A.M.-12:00 Noon	13.2%	64%	36%	0%	0%	0%
12:00 Noon-6:00 P.M.	25.5%	61%	21%	15%	3%	0%
6:00 P.M.-Midnight	46.0%	56%	18%	17%	3%	6%
SATURDAY						
10:00-12:00 Noon	32.5%	70%	30%	0%	0%	0%
12:00 Noon-6:00 P.M.	27.3%	51%	31%	12%	2%	4%
6:00 P.M.-Midnight	54.6%	58%	16%	15%	6%	5%

*The five counties are Greenville, Anderson, Greenwood, and Spartanburg, S. C., and Buncombe (Asheville), N. C. . . . counties with Population of 611,400; Incomes of $787,290,000; and Retail Sales of $549,606,000.

For further information about this PULSE SURVEY and about the total WFBC-TV Market, contact the Station or WEED, our National Representative.

"The Giant of Southern Skies"

NBC NETWORK

WFBC-TV

Channel 4 Greenville, S. C.

Represented Nationally by
WEED TELEVISION CORP.

ALLOCATIONS VERDICT: IT STILL PENDS

FCC defers decision at last week's meeting. Ironing out of several lesser kinks may delay final ukase for several weeks. Indications still point to uhf.

THE FCC had second thoughts on its allocations decision last week—and put off action until another meeting, scheduled for today (Monday).

The reasons for the additional week's mulling were varied. According to informed sources, they included the desire on the part of several commissioners that some of the deintermixture actions be taken concurrently (through show cause orders) with issuance of the general, overall report [B•T, June 11]; the plea by staff members that the Commission set out standards for approving or disapproving deintermixture actions and vhf drop-ins, and also a plea by one commissioner that the Commission in its report indicate what is planned to do with the low band vhf portion of the tv spectrum.

Basic plan of the Commission, according to best sources, is to announce that it believes that the shift of all tv to uhf (or in a major area of the country) sometime in the future is the best solution. It also would indicate, it is understood, that some deintermixture petitions and vhf drop-ins might be acceptable.

Staff was instructed to draw up orders involving deintermixture in such cities as Peoria, Ill.; Springfield, Ill.; Evansville, Ind.; Corpus Christi, Tex.; Hartford, Conn.; New Orleans, La.; Raleigh, N. C.; Madison, Wis.; Miami, Fla., and Spartanburg, S. C.

This is not to say that deintermixture is assured for all these cities. Key reason for setting up these cities, it is understood, is to give the Commission a rundown on standards for deintermixture as they would apply to individual cases.

The meeting last Tuesday also heard FCC General Counsel Warren E. Baker plead with commissioners to hold up issuance of a final report on allocations until it first established criteria for deintermixture and drop-ins. He alluded to the appeals court decision in the Corpus Christi, Evansville and Madison cases, issued two weeks ago [B•T, June 11], which upheld the Commission's judgment on how deintermixture was to be handled. Mr. Baker predicted court trouble unless standards were established.

The court upheld the FCC's right to deny the score or more petitions for deintermixture, which it did last November, on the ground that the uhf-vhf problem was national in scope. It also upheld the FCC's denial of petitions by uhf stations for the Commission to delay issuance of pending vhf cases in prospective deintermixture cities until the allocations proceeding is completed and its refusal to allow these uhf outlets to intervene in the vhf hearings.

Another proposal, by Comr. Robert E. Lee it is understood, was that the Commission should issue some of the pending vhf final decisions, but with the channel undetermined—to be indicated at the conclusion of the allocations proceeding. The legality of this procedure was questioned by staff attorneys, who expressed doubt that this could be considered a grant in the legal sense.

It was Comr. Bartley, it is understood, who recommended that the final report should indicate what would be done with the lower portion of the vhf band if tv were to be moved entirely to uhf.

Thus, although there seems to be not much question regarding the Commission's basic approach to ending the allocations proceeding—along the lines of a full or geographic move of tv to uhf, plus some deintermixture and drop-ins, and the authorization of five million watts maximum power for uhf—the ticklish question of standards for deintermixture and drop-ins is certain to be the nub of today's meeting. Presumably this may extend the completion of the proceeding and issuance of a final report and order for several additional weeks.

BOXSCORE

STATUS of tv cases before FCC:

AWAITING FINAL DECISION: 11

Corpus Christi, Tex., ch. 10; Miami, Fla., ch. 10; Peoria, Ill., ch. 8; Seattle, Wash., ch. 7; Springfield, Ill., ch. 2; Jacksonville, Fla., ch. 12; Raleigh, N. C., ch. 5.; Hartford, Conn., ch. 3; Paducah, Ky., ch. 6; Indianapolis, Ind., ch. 13; New Orleans, La., ch. 4.

AWAITING ORAL ARGUMENT: 7

Boston, Mass., ch 5; Charlotte, N. C., ch. 9; Orlando, Fla., ch 9; St. Louis, Mo., ch. 11; McKeesport, Pa., (Pittsburgh), ch. 4; Buffalo, N. Y., ch. 7; Biloxi, Miss., ch. 13.

AWAITING INITIAL DECISION: 4

Hatfield, Ind., (Owensboro, Ky.), ch. 9; San Francisco-Oakland, Calif., ch. 2; Pittsburgh, Pa., ch. 11; Toledo, Ohio, ch. 11.

IN HEARING 6

Beaumont-Port Arthur, Tex., ch. 4; Cheboygan, Mich., ch. 4; Mayaguez, P. R., ch. 3; Onondaga-Parma, Mich., ch. 10; Lead-Deadwood, S. D., ch. 5; Coos Bay, Ore., ch. 16.

Wants Competitive V

HERE's a vhf station preferring that an additional vhf be assigned to its area rather than an additional uhf outlet. The station is ch. 10 KERO-TV Bakersfield, Calif., which last week filed an opposition to a petition by ch. 12 KFRE-TV Fresno, Calif. that an additional uhf channel be assigned to Bakersfield, about 100 miles distant. KFRE-TV filed its rule-making petition last April.

In its opposition, KERO-TV recommended that Fresno be deintermixed (made all uhf) and that a vhf channel be moved to Bakersfield to replace ch. 29 there (now assigned and in use by KBAK-TV). This recommendation is similar to one made in the allocations proceeding by KBAK-TV. KERO-TV also claimed that KFRE-TV was seeking an additional uhf in Bakersfield so that it could win that channel and thus "dominate" the southern end of the San Joaquin Valley. This would economically injure not only the Bakersfield stations, KERO-TV said, but also others in the area.

KFRE-TV is affiliated with CBS. KERO-TV is affiliated with NBC and CBS, and uhf KBAK-TV with ABC.

Court Upholds FCC Grant To KCRA-TV Sacramento

WITH one dissent, the U. S. Court of Appeals in Washington upheld the FCC's April 1955 grant of Sacramento, Calif., ch. 3 to KCRA there. The appeal had been made by unsuccessful applicant Sacramento Broadcasters Inc. (Lincoln Dellar).

The court held that the Commission chose correctly when it voted the ch. 3 facility to KCRA on past broadcast performance. Sacramento Broadcasters claimed that the FCC violated proper standards in arriving at its decision. It petitioned the FCC for a rehearing to examine KCRA's record of promise versus performance, but the FCC denied that request.

The court majority called the case a "trying one." Judge David L. Bazelon, the dissenter, said the Commission should have granted the request for rehearing.

Evansville Plea Denied

FCC last week denied a petition by WGBF Evansville, Ind., for a rehearing on the Commission's June 13 tv grant of ch. 7 Evansville to Evansville Tv Inc. (WTVW [TV]-Rex Schepp). Comrs. Rosel H. Hyde and Robert T. Bartley abstained from voting.

FCC Begins Its Hearing On W. Va. Tv Grant, Sale

HEARING got underway last Thursday on the two-year-old ch. 12 tv grant in Clarksburg, W. Va., to WBLK that city and the $370,000 sale of WBLK-AM-TV Clarksburg and WPAR-AM-FM Parkersburg, both West Virginia, by News Publishing Co. to WSTV Inc. (WSTV-AM-FM-TV Steubenville, Ohio).

The ch. 12 grant was made in February 1954 and was protested by Clarksburg Publishing Co. (*Clarksburg Exponent* and *Telegram*). The FCC at first refused to accept the protest on the ground that the newspaper was not a qualified protestant, but the U. S. Court of Appeals in Washington reversed the FCC and ordered it to accept the protest and give the newspaper a full hearing. The newspaper claims the WBLK-TV grant involves concentration of control since WBLK-TV is controlled by News Publishing Co.—which also owns 34% of WTRF-TV Wheeling, W. Va. News Publishing Co. publishes *Wheeling Intelligencer* and *News-Register, Fairmont Times* and *West Virginian, Point Pleasant Register* and *Williamson News*, all West Virginia.

The FCC itself set the sale of the Clarksburg and Parkersburg stations to WSTV interests for hearing on questions of overlap between the tv stations in Clarksburg and Steubenville. Also involved in the transfer case is the position of community antenna systems in Clarksburg and vicinity which have been feeding WSTV-TV signals to its subscribers.

The hearing is being held before FCC Hearing Examiner Elizabeth C. Smith.

Program Imbalance Questioned

THAT old devil program imbalance came up again last week when the FCC majority voted to renew the licenses of KTOK Oklahoma City, Okla., and KTUL and KRMG both Tulsa, Okla. Comr. Robert T. Bartley, however, voted to defer action on all three and Comr. Lee dissented to renewal of KTOK's license. It is understood that Comrs. Bartley and Lee were concerned with alleged program imbalance. A month ago, the Commission renewed the licenses of 17 stations which had been deferred pending investigation of purported lack of agricultural, educational and religious programs [B•T, May 28].

FCC Sets July 13 Hearing On Reno Extension Request

QUESTIONS of ownership and financial misrepresentation of KAKJ (TV) Reno, Nev., were raised by the FCC last week. The Commission ordered a July 13 hearing on KAKJ's application for additional time to construct its proposed ch. 4 facility. The FCC said that it had obtained information that Robert C. Fish is not the sole stockholder in the applicant as was reported to the Commission, and that a syndicate was formed for the purpose of obtaining the KAKJ construction permit and other broadcast interests. The Commission alleged that one George H. Bowles is the principal figure behind KAKJ, and that there are other syndicate members. KAKJ received its grant in April 1955.

Pittsburgh, Spartanburg Erie Appeals Considered

APPEALS from FCC decisions in two television and one radio case were heard last week by the U. S. Court of Appeals in Washington. The tv cases involved the grant of ch. 11 Pittsburgh, Pa., to WWSW Inc. (WIIC [TV]) and the ch. 7 WSPA-TV Spartanburg transmitter move from Hogback Mt. to Paris Mt. The am case involved a facilities change for WJET Erie, Pa., from 1570 kc daytime to 1400 kc unlimited with 250 w power.

The Pittsburgh appeal was made by ch. 16 WENS (TV) there, after the FCC refused to accept its application for the vhf facility. This occurred when WWSW and WJAS, both Pittsburgh, merged their competing applications for the vhf channel. The Commission also refused to entertain a protest by WENS against the grant on the ground that the grant was made after a hearing, whereas protests only could be filed against grants made without a hearing. Involved in a hearing before the FCC is a rehearing on the grant, in which WENS allegations of ownership changes and premature construction are among the issues.

Appealing in the Spartanburg case were uhf stations WGVL (TV) Greenville and WAIM-TV Anderson, both South Carolina, which claim they did not receive a fair hearing on their protest against the ch. 7 move. The protest hearing came as a result of a court order earlier this year, following almost a year and a half of litigation.

Questions regarding the FCC's criterion of need for a new service were involved in the Erie am case, where WBNY Buffalo, N. Y., claims that the FCC's grant to WJET to change frequencies was made without this consideration. WBNY, which also operates on 1400 kc, maintains that it will lose coverage because of the WJET switch.

Validity of Economic Injury Question Argued Before FCC

THE legal authority of the FCC to deny broadcast applications on grounds of economic injury was argued before the Commission last week, following briefs submitted on the questions involved [B•T, June 11]. Briefs and oral argument were called by FCC in order to clear up the legal and policy questions of the economic injury protests [B•T, May 21].

Oral argument last week was on a protest by WBAC Cleveland, Tenn. (Robert Rounsaville), against a new grant there to WCLE. WBAC charged that Cleveland couldn't support another station. A similar oral argument also was scheduled to be held the same day in the Harlan, Ky., "economic injury" case (WHLN protesting against a grant of WKYV), but WKYV withdrew its application.

WBAC said the FCC must consider the economics of a market when making a grant. The Commission has the legal authority and should exercise it in denying applications when conclusive evidence exists that a grant would cause one or both stations to fail, WBAC said. The opposite view was expressed by the FCC's Broadcast Bureau and WCLE. Edward Kenehan, arguing for the Broadcast Bureau, said that if the FCC were to deny grants on economic grounds, the Commission would be engaging in public utility type regulation.

Appeals Court Reverses FCC

U. S. Court of Appeals reversed the FCC last week by ordering the Commission to permit WNHC New Haven, Conn., to intervene in a hearing on the request of WAVZ New Haven to change from 1 kw daytime on 1260 kc to 1 kw unlimited. The FCC granted the WAVZ request last November and denied a petition to intervene by WNHC (250 w on 1340 kc), stating the complaint was conjectural and speculative. The court's decision was unanimous.

ATAS to Hear Magnuson

CHAIRMAN WARREN G. MAGNUSON (D-Wash.) of the Senate Interstate & Foreign Commerce Committee is slated to speak at the June 26 luncheon of the New York Chapter of the Academy of Television Arts & Sciences, to be held at the Harvard Club in New York. An open forum will follow the talk, according to Faye Emerson and Henry S. White, co-chairmen of the activities committee.

Merrill Langfitt

Farm News is **THE**

Big News *Right now!*

KMA Has Two Full-Time Experts on the Midwest Farm Beat!

Jack Gowing

KMA's two full-time farm directors, Merrill Langfitt, and Jack Gowing, are Ag College graduates and both were born on Iowa farms. They know what farmers need to know in these news-making days. PULSE, Inc. found in their survey last November that 46.7 per cent of the farm families in KMA's area prefer KMA for farm programs (second station, a 50,000 watter, had 21.3 per cent preference).

These two voices of the Midwest farmer travel more than 75,000 miles each year in KMAland, by plane, train and station wagon to make certain Corn Country farmers get the info they want . . . and you get the big, loyal audiences you want.

In this five-state heartland of the Farm Empire, the average time spent in programming for farm shows on 18 leading radio stations was 8½ hours per week. KMA, of course, was the leading station, with 22 hours of farm programming each week, serving the farmers best in the richest farm market in the nation.

Langfitt and Gowing each have a half-hour show; they combine to produce a 15-minute show each day; and each has a market show (which also scoops the rest of the radio coverage in the area).

Farmers now more than ever before are depending on the two most popular personalities in electronic journalism now covering the Midwest farm beat. If farmers are your best prospects—here is your opportunity to cash in a large, loyal audience.

SEE YOUR PETRY MAN OR CONTACT KMA FOR MORE DETAILS

Bigger Than The 13th Market

"THE HEARTBEAT OF THE CORN COUNTRY"

KMA 5000 WATTS · 960 KC

SHENANDOAH, IOWA

Represented by Edward Petry & Co., Inc.

"Serving the Midwest since 1925"

NETWORK PROBE—(Continues from page 31)

tional circulation, with the overlap credited to the regular affiliate.

Dr. Stanton felt there is a need in the "extremely young" tv industry for reliable facts for coverage purposes. When this information is accumulated, overlap will be resolved quickly since it then will be known which station is regularly tuned in by an individual viewer or area.

To Dr. Stanton's denial that networks exercise an "arbitrary and capricious power" over what the public sees on television, Sen. Bricker asked: "Could they?"

"They might once, but they'd never do it again," Dr. Stanton replied.

The CBS president told Sen. Magnuson that achievement of an all-channel set would be a "great help" in intermixed markets, but would cause viewers in vhf-only areas to pay more for their sets.

Asked if the advent of color might help uhf, Dr. Stanton said that if all-channel tuning is required on color sets it might hold up the coming of color tv. He described RCA's under-$500 color set as a "modular miracle, for which I have great respect. I don't think there's much margin (profit) and some will say there's no margin."

He felt exemption of the 10% federal excise tax on all-channel color sets will "go a long way toward" development of uhf, but that a "curious thing in set manufacturing is now working against uhf." This, he said, is the difficulty in selling black and white console receivers retailing at high prices. For a little more, he said, the customer can buy a color set with vhf-only tuning.

Sen. Bricker threw a left-handed compliment to Dr. Stanton on his presentation: " . . . as good a job as could be done."

In Dr. Stanton's Wednesday testimony, he was asked by Mr. Cox if the networks, in producing their own programs, do not have an advantage over the independent producer in that they can afford to take a loss in the production itself, but gain the loss back in the sale of the program on the network.

Dr. Stanton replied that an independent does not have to make his profit on a one-time showing of the program on a network or other station lineup. After the first run, he can sell reruns and realize other returns from such things as foreign rights and theatrical exhibition, the CBS president said.

Asked his opinion of bills in the House and Senate to restrict multiple ownership of tv stations to a number which would cover not more than 25% of the U. S. population, Dr. Stanton said such a bill ought to have provisions for preventing undue concentration of multiple-owned outlets in the same geographical area. If the bill had such a geographical provision, CBS could "live with" it very well," he added.

He acknowledged that CBS-owned tv stations cover about 20% of the U. S. population. Asked whether there is not a "built-in" or "quasi" monopoly because of shortages of frequencies, Dr. Stanton said that while there is "a lot of open time, there certainly is a shortage (of frequencies) I wouldn't deny that." But he said he felt the shortage is only temporary and that it is up to the FCC to change this situation.

Dr. Stanton declared CBS-TV has plenty of competition, not only from networks and other media, but also from the CBS organization itself, where members of the staff are constantly trying to improve on present programs.

Bruce Bromley, of the law firm of Cravath, Swaine & Moore, CBS attorneys, New York, made a brief statement on time option and must buy practices. A network, he said, is not in business to offer all sorts or kinds of advertising facilities. It is offering a network—a minimum of stations to cover the whole country. He said he felt this to be a "reasonable restraint." Mr. Bromley said he was confident option time and must-buy policies "will be sustained here."

Mr. Bromley, under questioning from Mr. Cox, said there is no analogy between the network practices and the Griffith motion picture exhibition case. "Even you wouldn't suggest there's a conspiracy," he said. Neither are there any tie-ins, as in the movie case, he added.

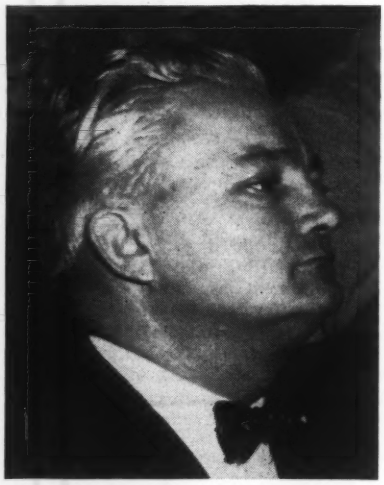
Dr. Stanton, asked by Sen. Potter whether CBS encounters any trouble from the advertiser when the network wants to take a "stinker" program off the air, said the sponsor is just as concerned about falling circulation as is the network.

Dr. Stanton said that if a station decides not to clear a CBS-TV program, the network can invoke option time provisions in its affiliation contract, but that the network has not tried to enforce these provisions because "we try to live with" the affiliates.

If option time were prohibited, he said, the operation of networks would be destroyed. A network wouldn't fall apart at once, but would gradually break up by a process of erosion, he continued.

Referring to CBS' painstaking preparation of documents to back its testimony, Dr. Stanton said he didn't object to congressional hearings and would be willing to testify "until the cows come home." CBS, he said, wants Congress to know the facts, but know them "in the round, not in bits and pieces."

ONLOOKER



INTERESTED SPECTATOR at Capitol Hill appearances of network presidents was Dean Roscoe L. Barrow, U. of Cincinnati Law School. Dean Barrow heads the FCC's 12-man network study staff which was established last fall with an $80,000 Congressional appropriation. This year Congress has included $141,000 for continuance of the study until June 30, 1957.

SARNOFF QUESTIONED

Mr. Sarnoff, in his testimony Thursday morning, told senators in answer to questioning that NBC-owned tv stations reach some 27% of all U. S. tv sets and said he would furnish to the committee the percentage of audience covered by NBC-owned tv outlets, compared to coverage of the network's affiliates.

Discussing programming, Mr. Sarnoff told Sen. Bricker and Mr. Cox that while the network does not consult with all affiliates regarding planned network programs, these plans are brought up at meetings of the network executives and the NBC Affiliates Advisory Board representing all affiliates. Here, he said, NBC gets "general reaction" as to affiliate programming needs.

The NBC president said it was "not true" that the network began its spectaculars to offset threats of pay television or keener competition from independent producers as against NBC-produced programs. Frankly, he said, the spectacular-type shows were begun to bolster the NBC schedule and to introduce new things such as color tv. He felt, also, that the spectaculars are "here to stay."

Mr. Sarnoff admitted some advertisers and agencies were not happy at having regular shows interrupted once every four weeks by spectacular-type shows, but that many now are asking for participation on the spectaculars and willingly buying regular shows for the three remaining weeks. He told Sen. Bricker that affiliates' reactions had been "most enthusiastic" to the new formats, and that most affiliates were glad to carry these shows, citing the 67 million tv audience reached by the first "Peter Pan" telecast.

The NBC chief said none of the spectaculars extend into non-option time (past 10:30 p.m.) and that if they or other programs did, the network would not try to force the affiliate to clear them.

Affiliates, he said, have the right under their contracts to reject an option-time program if in the station's opinion it is (1) "unsatisfactory or unsuitable," (2) contrary to the public interest, (3) if the outlet wishes to substitute another program of local or national interest or (4) if the station is committed to use a program from another network.

He told Mr. Cox the network has a legal right under option clauses to require a station to use a given program but doesn't invoke this right "in practice," although, he said, "we seek to convince him" to use the NBC program.

NBC, Mr. Sarnoff said, never has refused to renew an affiliation because of a station's refusal to clear a network program.

Mr. Cox asked about NBC's position in the WTVR (TV) Richmond, Va., case, and testimony before the Senate committee by Wilbur Havens, WTVR president [B•T, May 21]. Mr. Havens testified that NBC refused to renew its affiliation with WTVR in 1955 because the station rejected some NBC programs and called for higher rates from the network because of claimed increased coverage.

The NBC president replied that Mr. Havens was "a difficult man to do business with." A basic issue, Mr. Sarnoff said, was Mr. Havens' claims for WTVR coverage, which, he said, would have "eliminated" areas where NBC had coverage by other outlets. Mr. Sarnoff said he had "been told" that Mr. Havens' coverage claims exceeded the "population of Virginia."

Mr. Sarnoff admitted that associates at NBC had advised that WTVR's rate should be raised, but didn't recall the exact circumstances. He had "no particular knowledge," he said, of a report that WTVR's network rate ($625) and its national spot rate ($875) had the largest "spread" of any tv station in the country.

"The difficulty," Mr. Sarnoff said, "was in

what he (Mr. Havens) thought and what we thought." One must think of the "realities of business," he added, continuing that Mr. Havens "though he had more (circulation) than we thought." this he said "is not unique" is business.

The NBC president told Sen. Bricker that if a station consistently refused to take a certain program, NBC would try to persuade the station otherwise, but that if the station wasn't convinced, "that would be the end of the matter."

NBC, he said, had never cancelled or declined to renew an affiliation because of an affiliate's refusal to renew a program, but had done so for other reasons, such as a new station coming into the market, new management and other factors. As for the WTVR cancellatiton "coinciding" with affiliation with the new WXEX-TV Petersburgh-Richmond, NBC ended the affiliation at the end of the contract period, he said.

Mr. Sarnoff admitted that NBC has cancelled affiliations with uhf stations when new vhfs became available in a market, saying advertisers usually want the vhf coverage.

Opening Thursday afternoon testimony on NBC's production of programs, Mr. Sarnoff said that without considering time sales, NBC underwent an $8.6 million loss in 1955. He added that one reason some programs cost NBC more than advertisers paid for them was the network's own "underestimate of the budget" for many shows. He said NBC does make a profit on production of "some" programs, however, and that it is "possible in some instances" that the network has made a profit from buying a program from an independent producer and reselling it to an advertiser.

Rate Fixing Not Unilateral

On network rates to statitons, he said, the network decides these by its own coverage measurements and other factors.

This rate-fixing, he continued, is not "unilateral," because the station can withdraw its affiliation.

Mr. Sarnoff told Mr. Cox that the network pays for AT&T interconnections for some stations and other stations pay for their own hookups.

Mr. Cox said there is some feeling that NBC contracts with affiliates intimate that the traditional first five hours which a station gives a network free serves to repay the network in part for bearing the costs of interconnections and other considerations. However, no corresponding reduction is made in these free hours when a station pays its own interconnection costs, Mr. Cox said.

Asked at this point whether he would object if affiliation agreements filed with the FCC were opened to public records, Mr. Sarnoff answered, "Yes, they are private agreements."

Asked if he thought all stations should get equal treatment, he answered that "all stations and markets are different," indicating, obviously, that these differences should be considered in drawing up individual contracts.

Sen. Magnuson said the FCC had assured the Senate committee that the FCC Network Study Group's findings on this subject would be made available to the Senate committee.

Regarding the baring of affiliation contracts to the public, Mr. Sarnoff said this would put the government in business of deciding on private matters.

Asked by Mr. Cox if the FCC—without radically altering its Chain Broadcasting Regulations—could not alter option time provisions without changing the overall purpose of the regulations, Mr. Sarnoff said that would depend on "how it's done."

Mr. Cox, noted that the FCC regulations, when first adopted prohibited option time, but then were modified to permit three hours daily. Arguments by networks at that time that this time restriction would break up networks were "not too well grounded," he added.

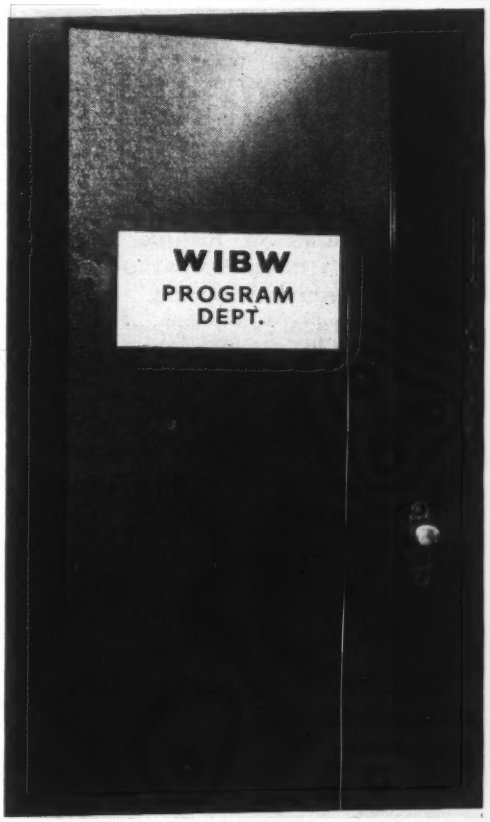
The NBC president replied that circumstances have changed since that time, and that arguments made then have no merit in today's situation, that there is a difference in the size of the business and the importance of the medium and that tv is different from radio. Mr. Cox said he could see no essential difference except that the signal is put out by different means.

Returning to option time, Mr. Cox asked if affiliation cancellation is not the "ultimate" instrument the network uses in requiring an affiliate to clear its programs, rather than invocation of the option time clause.

Mr. Sarnoff said that this is not necessarily so, but "it could happen." He knew of no specific case, however, he told Sen. Magnuson.

Asked by Mr. Cox whether NBC—as long as affiliates do have some legal grounds for refusing a program in option time—can sell an advertiser an absolute number of stations, Mr. Sarnoff said the network can be fairly sure it will clear the requisite number of stations, based on experience and other factors. This is somewhat more difficult in non-option time, he added.

Mr. Sarnoff was questioned by Sen. Magnuson on whether an individual or firm can buy time for non-advertising purposes; i.e., for



Through This Door Comes New Selling Power for You!

For 30 years WIBW has been the greatest single selling force in Kansas. Today, we entrench that position even more firmly with a broader, more exciting idea of programming.

New sounds, new techniques, radical departures from established patterns, have made WIBW the most-talked-about station in Kansas. The result is new audiences . . . and most important—**new selling power.**

For the money-in-your-pocket story of how you can sell more —faster—with the new WIBW, just call your Capper man.

TOPEKA, KANSAS

Ben Ludy, Gen. Mgr.
WIBW & WIBW-TV in Topeka
KCKN in Kansas City

Rep: Capper Publications, Inc.

Our 30th Year

"legally propagandizing a cause," or in hopes that the program will attract an advertiser, etc.

The NBC head said the network normally will not sell time for non-advertising or controversial purposes, but that the network might donate time or take some time-purchase proposals under consideration.

Answering questions about testimony by scenery producers that networks were monopolizing the scenery business, Mr. Sarnoff said NBC once bought a lot of scenery from "outside," but as the network increased its program schedules it wanted its own scenery setups. Some of the early NBC programs served by independent scenery producers have gone off the air, he said while a number of others now originate in Los Angeles. He acknowledged that NBC has made a "slight" profit is some instances by furnishing its own scenery.

Mr. Sarnoff said NBC's Spot Sales Division is operated by the network's own stations setup; that the number of stations the division represents is not likely to increase; that it operates at a profit and that it operates in competition with network sales.

Ending his testimony, Mr. Sarnoff called for FCC deintermixture so as to create the greatest possible number of new facilities and for removal of the 10% federal excise tax on all-channel sets.

Sen. Magnuson commended Mr. Sarnoff on RCA's efforts to "hold the line" in preserving uhf.

Opposes Gimbel Plan

During the Monday testimony, at which Sen. Sam J. Ervin Jr. (D-N. C.) presided, Leonard Marks, counsel for Fm Broadcasters, took issue with WIP Philadelphia President Benedict Gimbel's proposal to carve tv ch. 6-A from the fm band [B•T, May 21]. Tracing the pioneering and development of fm to its present "picture of health and growth," Mr. Marks said the Gimbel proposal would cause "major" and in some cases "catastrophic" disruption to the public and fm broadcasters.

"We would not be solving the television problem, we would merely be creating a new fm problem," Mr. Marks said. He was not able to supply the Senate group with the number of fm facilities that would be affected. Mr. Marks said that, although Mr. Gimbel admitted there would be problems involved in tv use of the fm frequency, the WIP executive "understated the nature of the problem."

Rev. Everett C. Parker, director of the Office of Communication, Congregational Christian Churches, told the committee tv networks have failed to fullfill the religious broadcasting phase of their public service obligations by "drastically limiting time for religion by confining religious programs to the least desirable time and by failing to meet the costs for programming." He singled out ABC, which, he said, has "compounded all three failures by its policy of selling time for religion. . . ."

Sen. William A. Purtell (R-Conn.) attended part of the Monday session.

SOUTHERN DISCOMFORT

MAKING the rounds at Senate Commerce tv hearings last week was an informal proposal for a drastic revision of television allocations. In this one the Mason-Dixon Line would be used as a boundary. All stations north of the line would be vhf, those south of it u-all-hf.

AFFILIATES GO ON STAND IN THIS WEEK'S ROUND

WITNESSES for the Senate Commerce Committee's hearings on network television practices this week, as announced by the committee staff, are:

Monday

CBS-TV Affiliates

John S. Hayes, WTOP-TV Washington and WMBR-TV Jacksonville, Fla.; August C. Meyer, WCIA-TV Champaign, Ill.; W. D. (Dub) Rogers, KDUB-TV Lubbock, Tex.; John S. Cohan, KSBW-TV Salinas-Monterey, Calif.; H. Moody McElween Jr., WNOK-TV Columbia, S. C.; Donald W. Thornburgh, WCAU-TV Philadelphia; F. E. Busby, WTVY (TV) Dothan, Ala.

Tuesday

ABC-TV Affiliates

Harold Hough, WBAP-TV Fort Worth; Sarkes Tarzian, WTTV (TV) Bloomington, Ind.; Fred Houwink, WMAL-TV Washington.

Others

Donald H. McGannon, Westinghouse Broadcasting Co.: Ely A. Landau, National Telefilm Assoc.

Wednesday

NBC-TV Affiliates

Irvin G. Abeloff, WXEX-TV Petersburg, Va.; Lawrence H. Rogers II, WSAZ-TV Huntington, W. Va.; Joe Floyd, KELO-TV Sioux Falls, S. D.; Owen Saddler, KMTV (TV) Omaha, Neb.; William L. Putnam, WWLP (TV) Springfield, Mass.; Edward Breen, KQTV (TV) Ft. Dodge, Iowa; Thomas P. Chisman, WVEC-TV Norfolk, Va.; Robert D. Swezey, WDSU-TV New Orleans, La.; Joe H. Bryant, KCBD-TV Lubbock, Tex.; Jack Harris, KPRC-TV Houston, Tex.; Harold F. Gross, WJIM-TV Lansing, Mich.; W. W. Warren, KOMO-TV Seattle, Wash.; Edward C. Lambert, KOMU-TV Columbia, Mo.; Walter E. Wagstaff, KIDO-TV Boise, Idaho; Thomas Gilchrist, WJHP-TV Jacksonville, Fla.

JUSTICE DEPT. TAKES ON MOORE CHARGES

Antitrust probe of networks expanded to include broadcaster's allegations plus those of scenery producers.

THE JUSTICE Dept.'s Antitrust Div. is expanding its investigations into alleged tv network monopoly in television to include the charges made against the networks by Richard A. Moore, KTTV (TV) Los Angeles [B•T, April 2], and by producers of scenery for tv shows [B•T, May 21].

Stanley N. Barnes, Assistant Attorney General in charge of the Justice's Antitrust Div., has told Senate Commerce Committee Chairman Warren G. Magnuson (D-Wash.) that "material already in our files appears to be consistent with many of the statements" made in the Moore testimony.

Mr. Barnes' letter, dated May 29 and entered into the committee's hearing record last week, was written after Sen. Magnuson referred testimony by Mr. Moore and the scenery producers to the Justice Dept. for comment. Also entered in the record was a May 31 letter from the FCC, to which the Moore statements also were referred, saying the Commission has reached no "conclusion" on the Moore charges pending completion of the FCC's study of networks.

Mr. Barnes said he still is maintaining his position given in testimony before the committee in February—that Justice wants to wait to see whether the FCC completes examination of its Chain Broadcasting Regulations for possible modification or enlargement—before comment on matters in which FCC and Justice exercise joint jurisdiction [B•T, March 5].

"This need to await the recommendations of the FCC is particularly appropriate with respect to Mr. Moore's testimony on network practices, inasmuch as the FCC's Network Study Group is presently reappraising its regulations with respect to these practices," Mr. Barnes said.

Noting that Justice already has been "looking into" situations such as those charged in the Moore testimony, Mr. Barnes said Justice is expanding its investigation to include charges made by scenery producers and Mr. Moore "in those areas where inquiry by the department would not conflict with the re-examination by the FCC of its regulations."

He noted, as in his February testimony, that "there is a substantial area in broadcasting not regulated by the FCC and the Antitrust Division has primary responsibility for enforcing the Sherman and Clayton Acts."

FCC Chairman George McConnaughey's letter to Sen. Magnuson said option time and must-buy practices are matters under "very serious consideration" in the FCC's network study and that Mr. Moore discussed them with the Commission before his testimony to the Senate group. The FCC, however, has reached no conclusions yet, he added.

Joint Meeting Plans Study Of Commission Renewal Forms

MEETING of a subcommittee of the Committee on Radio & Television Broadcasting, Advisory Council on Federal Reports, with Commission representatives on revision of FCC renewal forms is scheduled to take place June 28. The meeting call was issued by Ben Strouse, WWDC Washington, chairman of the broadcasters committee, following the naming of FCC staff representatives by Chairman George C. McConnaughey.

FCC representatives are Joseph N. Nelson, chief, renewal and transfer division; Millard F. French, chief, renewal branch, and James B. Sheridan, acting chief, economics division, all Broadcast Bureau.

Broadcasters on the subcommittee are Joseph Baudino, Westinghouse Broadcasting Co.; Joseph Brechner, WGAY Silver Spring, Md.; Leon Brooks, CBS; George O. Sutton, Federal Communications Bar Assn., and Vincent Wasilewski, NARTB. Also a member of the subcommittee is David E. Cohn, Bureau of the Budget, which has jurisdiction over government forms.

The committee hopes to work out a revision in program categories which would make them conform more closely to actual present day operating practices [CLOSED CIRCUIT, May 28].

USIA to Get $113 Million

A SENATE-HOUSE conference committee last week settled on a $113 million appropriation for the U. S. Information Agency's operations for fiscal 1957. The measure now goes to the President, whose approval is expected. The amount is $22 million less than originally requested by the Administration.

Milwaukee Uhf Wants Pay-Tv Authorization From FCC

ANOTHER request to use a uhf station for subscription tv purposes was filed with the FCC last week when Lou Poller, owner of ch. 25 WCAN-TV Milwaukee (now dark), asked for authority to operate that station on a parttime pay-tv basis. A similar request by another suspended uhf station, ch. 67 WFMZ-TV Allentown, Pa., was denied by the FCC [B•T, March 12]. WFMZ-TV planned 56% paid, 44% normal operation. Mr. Poller's proposal calls for 25% paid, 75% normal.

The WCAN-TV pay-tv proposal was coupled with an application to assign the station's license to Tv Exhibitors of America, which Mr. Poller heads and holds 100% of the voting stock. Suggested viewer costs would be 50¢ for a baseball or football game and $1.00 for a feature movie or Broadway production; probable price range would be 25¢ to $1.00, the application said. If the public would accept sponsorship of programs they pay to watch, such a plan would be considered, WCAN-TV said.

The station said it would provide, rather than sell, political time and twice yearly a "Citizens Day" would be held for the benefit of politicians. Viewers would earmark for specific candidates or parties the money they pay to watch a special feature film. Projecting such a plan on a nationwide basis, enough money would be raised to pay for the campaigns of each and every candidate from mayor to president, WCAN-TV stated.

Mr. Poller has been very active in behalf of uhf interests and is former president of the Ultra High Frequency Tv Assn. More recently he has been active in behalf of the candidacy of Sen. Estes Kefauver (D-Tenn.) for the Democratic presidential nomination [B•T, Oct. 17, 1955].

WMAL-TV Head Sees Pay Tv As 'Completely Incompatible'

WMAL-TV Washington General Manager Fred Houwink—whose station cooperated with Zenith Radio Corp. in telecasting coded signals May 25 to June 23, 1955—has concluded pay television is "completely incompatible" with the operation of a "regular broadcasting station."

This was revealed in a letter written by Mr. Houwink Sept. 9, 1955, to the FCC, and entered in the hearing record of the Senate Commerce Committee last week.

Mr. Houwink said WMAL-TV offered to make the experimental telecasts in 1955 to find out for itself the facts about pay tv and to demonstrate the coded telecast techniques and results to NARTB delegates meeting in Washington for the association's 1955 convention.

N. D. Channel Application Revealed as Co-Op Effort

ANOTHER "co-op" effort to bring tv to a remote area is revealed in an application filed with the FCC for ch. 8 at Williston, N. D. A newly formed, non-profit corporation—with over 6,000 members—has raised enough money to build a tv station to bring service to that farming and ranching area. This proposal is similar to a plan which helped to establish KHPL-TV Hayes Center, Neb., satellite of KHOL-TV Holdredge, Neb. In the KHPL-TV case, more than 8,000 farmers raised $140,000 to get the satellite service [B•T, Oct. 3, 1955].

In Williston the Missouri Valley Tv Corp. has raised almost $350,000 with over $100,000 more in pledges. The proposed ch. 8 outlet would be licensed to Meyer Broadcasting Co. and would operate as a partial satellite of Meyer's KFYR-TV Bismarck, N. D. According to the application, Missouri Valley would lend Meyer the costs of construction and guarantee the broadcasting company $20,000 annually for a period of five years.

Missouri Valley was organized by four prominent local citizens, including E. Krebsbach, vice president-general manager of KGCX Sidney, Mont. Others are Arley R. Bjella, member of Bjella, Jestrad & Neff law firm and Missouri Valley president; W. S. Davidson, American State Bank, and George Schmidt, manager of the Williston Chamber of Commerce.

The proposed Williston outlet would be an NBC and ABC affiliate, the application stated. A private microwave relay system would be constructed between Bismarck and Williston to make possible the network service.

FTC Issues Rules on Insurance

THE Federal Trade Commission last week issued its "Trade Practice Rules for the Accident and Health Insurance Industry," designed to prevent harmful practices in the advertising and sale of accident and health insurance. The rules, to become effective July 15, are the result of a conference between the FTC and the National Assn. of Insurance Commissioners and other exchanges, climaxed by a hearing on FTC proposals [B•T, April 30].

MILWAUKEE'S NEW WISN

PRESENTS

JACK DENTON SHOW

12:00-6:00 P.M. DAILY

The New WISN presents music, news, weather and sports . . . and now the cream of the ABC network . . . and everybody's feeling the results! Jack Denton spins the records now . . . all afternoon . . . for a market of 1½ million people in 15 rich counties! Jack's building his audience with entertainment and salesmanship . . . better put him to work for you on WISN's growing afternoon audience.

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Basic ABC Affiliate

Milwaukee's First Station WISN 1150 Milwaukee

IT'S JUST A QUESTION OF TIME

ONE of the most popular sports in Congress these days is sending questionnaires to networks.

Last week another questionnaire went out, this one from the House Committee on the District of Columbia, which is acting on comparatively innocent legislation to determine when Daylight Saving Time will be observed there. In order to determine that end, Rep. Joseph P. O'Hara (R-Minn.) asked the networks some legitimate questions. "Does the bill affect the operation of any station owned by you?" for example. He asked other questions, too:

Why are you in the film distribution business? What percentage of your network revenue is derived from film? From live? Do you consider the profits which you are making in your network operation is (sic) marginal profit? Did you earn in 1955 more than 25% on your investment as of Dec. 30, 1954, in property used for network operations? More than 50%? 75%? (This same question was put as to owned tv stations and to network plus owned stations.)

Rep. O'Hara then warmed to his subject:

Do you think you are entitled to special consideration in regard to time changes for Washington in view of your earnings record and your dominant position in the television industry?

Have you made a study of the adverse effect that this bill woud have upon the income of businesses and enterprises other than your own?

Should the committee give consideration to the inconvenience, dislocation, and confusion, which will result from extending daylight saving time, to the millions of people living outside the vicinity of Washington who have business affairs with members of Congress and government agencies, and many of whom are dislocated in traveling to and from Washington?

The networks and Rep. O'Hara might possibly disagree on what should be the simplest of his questions—No. 9: In this bill we are dealing with only one hour difference between New York and Washington—are we not?

Stockholder Smith Protests Sale of WGMS-AM-FM

MINORITY STOCKHOLDER Lawrence M. C. Smith has asked the FCC to stop the $400,000 sale of WGMS-AM-FM Washington to RKO-Teleradio Pictures Inc. Mr. Smith, who holds 16⅔% of the WGMS stock and also owns WFLN (FM) Philadelphia, has charged that the Washington "Good Music" stations can be sold for more money ($420,000) to Nathan Strauss, WMCA New York. Mr. Smith also filed a court suit in Delaware to enjoin the sale to RKO.

Mr. Smith objected to a five-year employment contract offered by RKO-Teleradio to M. Robert Rogers and his wife. Mr. and Mrs. Rogers (41⅔%) are general manager and station manager, respectively, of WGMS. Another charge is that under RKO ownership the, "good music character" of at least one of the WGMS facilities will be abandoned.

WGMS told the FCC that the Strauss offer was made after the public announcement of the sale to RKO-Teleradio and that Mr. Smith has said that he would not vote to accept a matching price from RKO if it could be obtained. Mr. Smith's objections are based on the fear of competition to his WFLN from a proposed Mutual fm network, which will use WGMS as the key station, WGMS said.

Founder of AWRT Retires From UN Post

MRS. DOROTHY MOORE LEWIS, founder of the American Women in Radio & Television (AWRT), retired Friday as liaison officer in the section for non-governmental organizations of the United Nations Secretariat Public Information Dept. after reaching the mandatory retirement age.

Mrs. Lewis joined the UN in 1948 after a successful career in broadcasting and advertising. She devoted her first six years with the UN as coordinator of U. S. station relations, placing UN programs on hundreds of radio-tv stations throughout the country. She also served as editor of the monthly *UN News for Women Broadcasters.*

Drug Chain Denies Charge Of Unfair Adv. Practices

CHARGES by the Federal Trade Commission that United Cigar-Whelan Stores Corp. encouraged and received special allowances from suppliers [B•T, March 12] were denied by the drug chain last week. United-Whelan termed the FTC complaint as "repugnant to" other antitrust laws.

The complaint was issued against United-Whelan and four suppliers. The suppliers were charged with giving special allowances to the drug chain for advertising on United-Whelan tv shows, while not making the same available to other customers. United-Whelan induced such allowances, the FTC said, knowing competitors weren't getting the same. Anahist Co., one of the suppliers involved, last week denied the FTC charges [B•T, June 11].

Hansen Gets Nomination

PRESIDENT Eisenhower nominated a 52-year-old Los Angeles judge, Victor R. Hansen, to be assistant attorney general in charge of the Antitrust Division. Judge Hansen, a member of the California Board of Regents, has been Los Angeles Superior Court judge since 1951. He was born in Minneapolis in 1904 and makes his home in La Canada, Calif. He is a Republican.

Judge Hansen would succeed Stanley N. Barnes, who has been appointed to the bench of the Ninth Circuit Court of Appeals in San Francisco.

Simplex Extension Granted

ONE-YEAR extension of the time during which fm stations may conduct functional music operations on a simplex basis has been granted by the FCC. The extension—until July 1, 1957—follows requests by 22 fm outlets to be allowed to continue simplex operation until satisfactory multiplex equipment becomes generally available.

Meeting Set for Tomorrow On Convention Seat Problem

IN an effort to iron out the problem of too many requests for radio-tv seats at the national convention in Chicago, the Democratic National Committee plans a media meeting tomorrow, 10 p.m., in Washington's Mayflower Hotel. Bill Shadel, CBS, vice chairman of the Radio-Tv Correspondents Assn. conventions committee, will speak in behalf of the broadcasters.

The Republicans held an arrangements meeting June 8 in Washington, presided over by GOP's Meade Alcorn, vice chairman of committee in charge of arrangements. Bill Henry, NBC, chairman of the RTCA conventions committee, represented radio-tv.

The conventions committee reminded stations desiring to build booths for convention pickups to place construction orders as soon as possible to avoid overtime they'll be required to pay later.

GOP Convention Meet Set

QUESTION of whether the Republicans will shorten their San Francisco convention to three days (instead of four scheduled) is due for discussion by the convention arrangements committee at a meeting June 22 in Washington. Movement to trim the convention, at which "cut-and-dried" nomination of an Eisenhower-Nixon ticket is expected, is motivated by desire to hold interest of television audience, it was reported last month by *San Francisco Chronicle* political commentator Earl C. Behrens [B•T, June 4].

Also to be decided at meeting: final plans for news credentials and coverage.

WVMI Favored Both Times

BOTH proposed decisions (by former FCC Examiner Harold Schilz in 1954 and Examiner J. D. Bond a fortnight ago) favored WVMI Biloxi in the Biloxi ch. 13 case [B•T, June 11]. B•T last issue stated these initial decisions properly, but in a secondary reference erroneously termed the subsequent action as a reversal of the earlier proposal.

Early Answer

ALTHOUGH replies from the more than 200 community television systems to the complaint of a group of western telecasters that antenna systems should be placed under FCC common carrier jurisdiction [B•T, April 9] are not required until July 15, about 10 of the mountain top entrepreneurs already have answered.

Gist of their replies is that they are not common carrier services, that they operate solely in intrastate, not interstate, commerce. They also maintain that community tv systems bring video service to those who otherwise would not be receiving this service and that their activities are in the public interest. If antenna groups come under FCC jurisdiction, they claim, so should apartment house, hotel, motel and other such group tv systems.

Those answering were operators of community tv systems in Conemaugh, Pa.; Russellville, Ala.; Yreka, Calif.; Guymon, Okla.; Marfa, Tex.; Niagara, Wis.; Sheffield, Pa.; Coulee Dam, Wash.; Paintsville, Ky., and Athens, Ohio.

ABC-TV Fall Selling Hits Quickened Pace

SELLING PACE of ABC-TV was given a lift last week with the signing of new business that represents some $7,750,000 in billings. Included was the first arrival in the ABC-TV camp of blue chip advertiser Procter & Gamble Co., Cincinnati, which alone will account for an estimated $2 million (including time and talent).

P&G (for Gleem toothpaste) picked up a 26-week sponsorship of *The Life and Legend of Wyatt Earp* (Tues., 8:30-9 p.m. EDT) starting next fall, and a 26-week schedule of participations (one each week) in *Famous Film Festival* (Sun., 7:30-9 p.m. EDT) which begins July 1 on behalf of Shasta shampoo. Agencies for P&G are Grey Adv. (Shasta) and Compton Adv. (Gleem), both New York.

Also announced was an alternate 26-week contract for *Wyatt Earp,* by General Mills Inc., Minneapolis, through Dancer-Fitzgerald-Sample, New York, on behalf of the advertiser's baking mixes, cereals and flour. The General Mills sponsorship adds an estimated $1.75 million in business. Pearson Pharmacal Co. (Sakrin, Eye-Gene and Ennds), Long Island City, N. Y., meanwhile renewed its participation schedule in *Famous Film* for 13 weeks, starting June 24. Agencies are Donahue & Coe and Al Paul Lefton, both New York.

Formal announcement also was made of an alternating sponsorship for the film series, *The Danny Thomas Show,* scheduled to move to Monday (8-8:30 p.m. EDT) this fall, by Kimberly-Clark Corp. (Cellucotton Div.—Kleenex tissues) and Armour & Co. (Dial shampoo, soap and liquid shampoo) [B•T, June 4]. Both these buys represent nearly $4 million in business (time and talent). Foote, Cone & Belding, Chicago, is agency for both Armour and Kimberly-Clark.

CBS Radio Convention To Be Held Sept. 11-12

AFFILIATES and executives of CBS Radio will hold their annual convention Sept. 11-12 in New York, it is being announced today (Monday) by Arthur Hull Hayes, president of the network, and Kenyon Brown of KWFT Wichita Falls, Tex., chairman of the board of CBS Radio Affiliates Assn.

The session presumably will convene on a cheerful note, since the network's "increase" in the stations' rate of compensation will have gone into effect just a few weeks earlier [B•T, June 11]. Under a one-year contract-amendment effective Aug. 25, the compensation reduction below pre-1951 levels, which has been 20% during the current year, is restored to 15%.

CBS Radio's new sales drive, aimed first at the 10 a.m. to 3:30 p.m. Monday-Friday periods and announced 10 days ago coincident with the plan to improve station compensation rates, is expected to figure prominently in the two-day discussions. Meetings will be held at the Hotel Pierre and will be open to all stations affiliated with CBS Radio.

An address by Dr. Frank Stanton, president of CBS Inc., will highlight the opening-day luncheon program. Other Sept. 11 activities will include a speech by President Hayes in the morning, presentation of the network's promotion and publicity plans for fall, and a closed meeting of the affiliates' association.

A management conference will open the Sept. 12 sessions. In the afternoon executives of four affiliated stations will present a panel discussion of various phases of their current operations. This will be followed by general questioning, after which network executives will join the panel members to answer publicity and promotion queries.

The affiliates' convention subcommittee is headed by F. C. Sowell of WLAC Nashville, Tenn., vice chairman of the affiliates board. Other committeemen working with network officials in planning the meetings are J. Maxim Ryder, WBRY Waterbury, Conn.; Donald W. Thornburgh, WCAU Philadelphia; Charles C. Caley, WMBD Peoria, Ill.; Arnold F. Schoen Jr., WPRO Providence, R. I.; Worth Kramer, WJR Detroit; John M. Rivers, WCSC Charleston, S. C., and Chairman Brown, an ex-officio member.

CBS-TV's Sullivan Wins Injunction Over Buffalo's

APPELLATE DIV., New York Supreme Court, a fortnight ago issued a temporary injunction, pending trial, restraining a Buffalo, N.Y., radio and television repair store from using the same corporate name as that of CBS-TV personality Ed Sullivan. In reversing the decision of a lower court, the State Supreme Court questioned whether Ed Sullivan Radio & Tv Inc. could select diminutive "Ed" for use in connection with the surname "Sullivan" when "it is undisputed that the name 'Ed Sullivan' is automatically identified by the general public with the appellant alone, insofar as radio and

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To a great basic network (CBS), add a great affiliate network (ABC). Season with a strong array of local programs. Stir in plenty of Promotion and Service. Then add an active, intelligent sales force and a *4-year record of consistent preference ratings in Rochester!*

MIX 'EM ALL TOGETHER and YOU HAVE THE BEST BUY IN ROCHESTER TELEVISION!

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125,000 WATTS • CBS BASIC • ABC AFFILIATE

OPERATED SHARE TIME BY WHEC-TV AND WVET-TV

ROCHESTER, N.Y.

EVERETT-McKINNEY, INC. • NATIONAL REPRESENTATIVES • THE BOLLING CO., INC.

CBS PUTS ACTION INTO POLITICAL SCIENCE

SCHOOL DAYS are being supplemented this year by hundreds of hours of living political science provided free and nationwide by radio-tv station and network coverage of the political panorama now unfolding across the country.

To take advantage of this unprecedented coverage of primaries, conventions, campaigns and elections, many of the nation's schools are keying classwork and summer study to the actual action as it breaks on radio and on the tv screen.

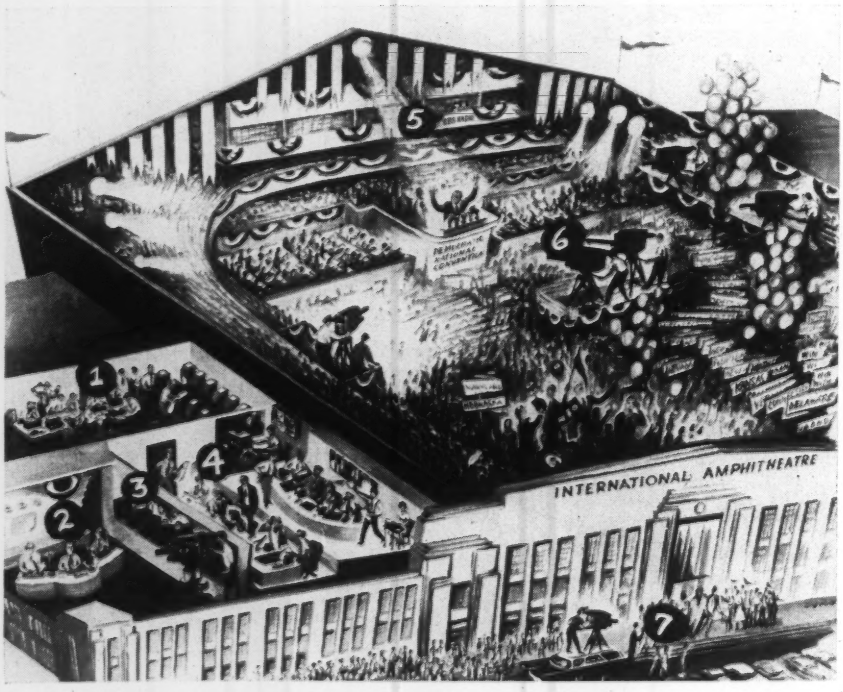
Aware of this potentially bottomless reservoir of information that cuts across a large chunk of learning, including history, English, speech, journalism, political science, current events and core (combination of English, social studies and science), a group of professors at Columbia U.'s Teacher College has worked with CBS in preparing a 30-page printed booklet to be used as a teacher's guide in the viewing and listening of political coverage at the junior high school level and up.

CBS station affiliates already have distributed more than 30,000 copies of the booklet to schools.

The booklet concentrates on primaries and conventions, containing supplementary activities for the spring and summer. As Volume I, it will be followed in the fall by Volume II, which will do a similar job on the campaign and elections. Since most classrooms either close down or curtail activity in the summer, Volume I suggests activities for that period during which the conventions will be held.

The data in the booklet spreads out in various alleys all of which lead to stimulation of student interest. The guide neatly capsules historical background and other resource materials for teachers, suggesting activities adaptable to actual classroom needs.

At the same time, the booklet manages enough explanation and detail of radio-tv coverage (in this case CBS Radio and CBS-TV) to widen knowledge among teachers and their students of the broadcast media. For example, in the first volume are full-page reproductions of two paintings made for CBS by Lucille Corcos of New City, N. Y., a nationally prominent magazine artist. The illustrations depict radio-tv activities planned for both conventions, the Democratic at Chicago's International Amphitheatre and the Republican at San Francisco's Cow Palace (see cut).



THIS SKETCH shows how CBS News will cover the Democratic convention in Chicago beginning Aug. 23. Involved: a staff of 325 news, production and technical personnel and approximately 22 tons of technical equipment. The GOP convention at San Francisco's Cow Palace will have a similar coverage setup.

1. CBS News filter center, focal point for the flow of news including constant reports from 25 reporters and correspondents.

2. Anchor-man Walter Cronkite and assistants.

3. Control room and programming center, where director selects best television picture for viewers from 10 cameras feeds representing some 30 camera installations.

4. Production desk, where Sig Mickelson, CBS vice president in charge of news and public affairs, plans radio-tv coverage on minute-to-minute basis.

5. Glass-enclosed booth above floor behind speaker's stand provides CBS Radio and one CBS-TV camera unobstructed coverage of auditorium.

6. Five pool cameras converge on speaker's stand and convention floor, two from head-on position, one to left of floor, two others at right.

7. CBS mobile unit outside auditorium.

television are concerned."

The court noted no direct competition at present between CBS-TV's personality and the respondent but added "both operate in the same general field and this court has consistently held that it is not essential for parties to be in competition with each other in order to sustain an injunction." The decision explained that the Buffalo establishment makes use of no word in its corporate title which would indicate it is engaged solely in the business of selling and repairing tv sets. CBS-TV commented Friday that the decision "could have future, far-reaching effects in similar cases involving big-name personalities."

NBC-TV Co-Op Sales Reach Record Volume

CO-OP SALES by NBC-TV hit their highest volume in March, making that month the biggest since the network first made co-ops available to stations in October 1954, NBC-TV reported last week.

NBC-TV attributed the new high in co-op business mainly to the effects of national spot. According to a sales report, 53 affiliates sold 928 co-op participations in five programs for a 36% increase over February. The previous monthly high was 843 spots in March of 1955 when international shoe dealers bought extensive participations in *Pinky Lee*. The increase last March, however, was achieved without the international show order "and is the culmination of many station's efforts to sell co-ops to local, regional and national spot advertisers," the network reported.

Of 53 stations reporting co-op business in March, 19 sold to national spot and regional advertisers, with 23 different non-local advertisers buying 252 spots. Among the national advertisers: Armour, Nestle, Coca-Cola, Kellogg, General Foods, Nabisco, Toni and Pinex.

NBC-TV reported that *Matinee Theatre* was sold by 21 stations—or one-fourth of those stations permitted to sell the program on a co-op basis (it was offered so beginning five months ago). The 21 outlets sold a combined total of 443 spots in March or more than double the number of the previous month. Other totals: eight affiliates sold 172 participations on *Today;* nine sold 137 spots on *Home;* 20 placed 117 on *Pinky Lee;* six sold 59 participations on *Howdy Doody,* and 17 sold *Meet the Press* in March.

Top stations in the number of spots sold in March: KVOA-TV Tucson with 81; KMID-TV Midland had 71; WKJG-TV Fort Wayne and WATE-TV Knoxville tied with 61. Reporting more than 50 spots sold: KCBD-TV Lubbock; KDKA-TV Pittsburgh; WBRZ-TV Baton Rouge, and KBES-TV Medford. KOB-TV Albuquerque sold 57 for the first month in which it reported co-op sales; KYTV (TV) Springfield sold 54. NBC-TV also noted increased local time revenue through co-op sales by WSLS-TV Roanoke and WNDU-TV South Bend.

Lewis in Three-Year Pact

CBS personality Robert Q. Lewis, whose network stock dipped recently when he lost his daytime tv program, last week received a dividend from CBS Radio in the form of an exclusive three-year contract with option for renewal. The report of the new pact was coincident with an announcement that Mr. Lewis will star in a new CBS Radio musical variety weeknight series starting Sept. 10. The Monday-Friday, 8-8:30 p.m. series will be in addition to Mr. Lewis' Saturday, 11:05-noon *The Robert Q. Lewis Show.*

Three NBC-TV Programs Bill $3 Million in Week

NEW BUSINESS amounting to almost $3 million in gross billings was recorded during one week by NBC-TV's *Home, Today* and *Tonight* programs, it was announced last week by Roy Porteous, manager of sales for NBC-TV's participating programs.

Mr. Porteous reported that during the week ending June 6, participations were sold in the three programs, totaling 147 announcements for *Today;* 124 for *Tonight* and 56 for *Home.* He noted that *Life* magazine, through Young & Rubicam, New York, has ordered a total of 208 announcements on *Today* and *Tonight,* starting in July.

ABC-TV West Promotes Two

APPOINTMENTS of Frank G. Ralston as director of the ABC-TV Western Div. Film Dept. and of Don Van Atta as assistant coordinator at Walt Disney Productions for ABC-TV were announced last week by J. English Smith, director of national programming of the ABC-TV Western Div.

Mr. Ralston has been with ABC-TV since 1953 and has served as assistant film editor,

MR. VAN ATTA MR. RALSTON

chief film editor and, since May 1955, as assistant coordinator for ABC-TV at Walt Disney Productions. Mr. Van Atta, who succeeds to Mr. Ralston's former post, joined ABC Hollywood in July 1953 and has worked variously as assistant sales service manager for KABC-TV, production coordinator for ABC-TV Hollywood and assistant network program coordinator for *You Asked For It.*

Finance for Housewives

NO WOMAN can be "modern" unless she is as familiar with the news of Wall St. as she is with the news of politics and science. So says Mrs. Wilma Soss, a financial expert and president of the Federation of Women Shareholders in American Business, a non-profit association that combats so-called "financial illiteracy" among women. Mrs. Soss, a familiar figure at various stockholder meetings of the larger corporations—she has been vocal at both CBS Inc. and RCA meetings, for instance—will be featured on NBC Radio's *Weekday* program service, Wednesdays at 3:15 p.m. EDT, beginning June 20. Mrs. Soss observes, "We want to make finance fashionable. Our radio series will not only be about principles of investing, it will be both practical and inspirational for the housewife."

NBC Signs For Rose Bowl

NBC has signed a contract for exclusive television and radio coverage of the Rose Bowl game, it was announced last week by Victor O. Schmidt, commissioner of the Pacific Coast Conference; John Davidson, president of the Pasadena Tournament of Roses Assn., and John K. West, vice president of NBC's Pacific Div. The contract is similar to the current three-year pact ending with the Jan. 1, 1957, football game, except there is no definite termination date, but has an "open-end" clause, providing for the tv and radio coverage of at least two additional games after notice of termination by any of the contracting parties.

NETWORK PEOPLE

George Schick, associate conductor, Chicago Symphony Orchestra for six years, appointed music coordinator of NBC Opera Co.

Mel Spiegel, publicity chief of Arthur Godfrey CBS Radio and CBS-TV programs, named special projects manager for CBS Radio press information.

Harry Wismer, sportscaster, General Teleradio and MBS, elected vice president of H. Gabriel Murphy & Co., Washington, D. C., insurance bond firm. Mr. Murphy is largest stockholder and treasurer of Washington Senators (baseball) and Mr. Wismer vice president and stockholder in Washington Redskins (football).

WOC-TV *Sells* . . . because it offers the advertiser:

39 Iowa-Illinois counties with a population of 1,558,000.*

39 Iowa-Illinois counties with 481,700* families, 62% of which have TV sets (as of January 1, 1955).

39 Iowa-Illinois counties with an annual Effective Buying Income of $2,455,303,000.*

39 Iowa-Illinois counties that spend $1,800,717,000* a year in retail outlets.

WOC-TV *Sells* . . . because it offers the advertiser:

Maximum power—100,000 watts video—transmitted over a 602-foot-high antenna system on Channel 6.

Basic NBC programming plus market-WISE local programming.

A responsive audience that sent this station 157,422 pieces of program mail in 1954—82 per cent of which was in response to local, studio-produced programs.

WOC-TV *Sells* . . .

because its 6 years of telecasting experience make it *the channel that is watched* throughout the Quint-Cities area. To find out more about what WOC-TV offers the advertiser, write us direct or contact your nearest Peters, Griffin, Woodward, Inc. office.

* 1955 Sales Management "Survey of Buying Power"

CENTRAL BROADCASTING CO., Davenport, Iowa

Col. B. J. Palmer, president • Ernest C. Sanders, resident manager

BETTENDORF AND DAVENPORT IN IOWA
ROCK ISLAND, MOLINE AND EAST MOLINE IN ILLINOIS

The **QUINT CITIES**

CHANNEL 6 WOC-TV

STIFFER COMPETITION HITS TV MAKERS

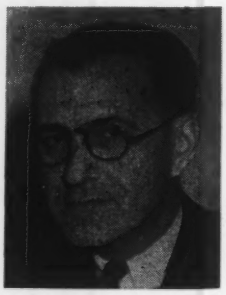
Resume of last year's slimmer profits in tv cited at RETMA convention in Chicago. GE's Dr. Baker elected president.

WITH intense competition and low prices, profit-pickings have been slim for tv set manufacturers the past year, resulting in the demise of several old-line companies, while radio sales have increased, the Radio-Electronics-Television Mfrs. Assn. was told at its thirty-second annual convention in Chicago last week.

Reporting for RETMA's set division, Henry C. Bonfig, president of CBS-Columbia, noted that tv receiver output and sales since RETMA's last convention in 1955 have remained high despite a "mild decline" in consumer sales. Mr. Bonfig also noted that color tv sales, "while still numerically small, greatly exceed those of a year ago" and that "all indications point to an upturn in the color tv set business during the second half of this calendar year."

Only other official comment on color was given by H. Leslie Hoffman, Hoffman Electronics Corp. and retiring RETMA president, who suggested "some improvements in black-and-white at the same time we are bringing forward the exciting new service of color." He said he saw no reason why monochrome tv "needs to be replaced by the advent of color" as he commented on association progress in his annual report Thursday noon.

Dr. W. R. G. Baker, vice president of General Electric Co., a radio pioneer and RETMA engineering head since 1934, was elected new president of the association, succeeding Mr. Hoffman. He will continue as director of its engineering department. Re-elected were James D. Secrest as executive vice president and secretary; Leslie F. Muter, Muter Co., treasurer, and chairman of the finance committee, and Glen McDaniel, general counsel.



DR. BAKER

William L. Reynolds, RETMA staff attorney, was appointed assistant general counsel.

Mr. Bonfig pointed out the radio market has surpassed the previous year by a "substantial" margin, with 14.3 million sets sold the past year, a slight majority of them home receivers. Consumers have bought 7.35 million tv sets in the same period compared to 7.87 million the previous year for "by no means a bad record," Mr. Bonfig observed.

The value of "high priced" color tv products may raise the dollar volume of total tv set sales above last year's $1.12 billion at the factory level. He also cited the "emergence and immediate popularity" of portable small-screen tv sets.

RETMA's board of directors took no official actions, or adopted no resolutions. It held preliminary discussion on plans for National Television Week but will await definite action until after the boards of NARTB and National Appliance & Radio-Tv Dealers Assn. meet.

Frank W. Mansfield, Sylvania Electric Products Inc. and chairman of RETMA's statistical policy committee, reported a new record high for sale of electronics equipment in terms of dollars past year ($5.5 billion as against $5.25 billion the previous fiscal year). He estimated radios will register a 14% increase with 14.3 million units sold by factories during 1955-56 as against 12.5 million. Auto radios account for a significant portion of the sales boost, he added, with 6.4 million, a 12% gain.

In his annual report Mr. Hoffman described relations with FCC, Dept. of Defense and Congressional committees as "materially strengthened" and RETMA's reorganization a success. He cited RETMA activity on spurious radiations and UHF investigations. Mr. Hoffman suggested the association broaden its revenue base, a redefinition of its membership scope, stimulation of new engineering and design concepts for radio-tv, and a new trade identification—Electronics Mfrs. Assn.

Other reports at the convention, held at Chicago's Edgewater Beach Hotel and which drew several hundred representatives, highlighted these points:

- Worldwide competition for the electronics market has remained strong, with exports up 10% for the first quarter of 1956 over the same period last year.
- Component and tube segments of RETMA (receiving, picture, transistor) reported increases the past fiscal year. Transistors were up at the factory level to 3.6 million units; receiving tubes to 483 million, and picture tubes to 10.9 million units.
- Twenty-nine manufacturers of electronic products failed business-wise this past fiscal year compared to 26 the previous year, but total liabilities were cumulatively less.

Also elected by the RETMA board were five vice presidents for separate divisions. They are: Robert S. Bell, Packard-Bell Co., set division; F. R. Lac, Western Electric Co., military products; H. J. Hoffman, Machlett Labs, technical products; Herbert W. Clough, Belden Mfg. Co., parts division, and R. E. Carlson, Tung-Sol Electric Tube Div. Elected directors for departments were Robert C. Sprague, Sprague Electric Co., industrial relations department; Ray C. Ellis, Raytheon Mfg. Co., international department; C. Paul Young, Philco Corp., military relations dept., and Mr. Mansfield, statistical department. Chairman and directors alse were elected for RETMA divisions.

GALVIN SPEECH POINTS UP ECONOMIC RESPONSIBILITY

Motorola president tells RETMA banquet that industry must face its challenge of continued growth. Calls for mature approach to educational need for future leaders.

INDUSTRY must face up to the challenge of continued growth and responsibility for its part in the nation's economic welfare by exercising "increased prudence" in the problems of "price wars" and the "cavalier raiding of technical people" among companies, Paul V. Galvin, president of Motorola Inc., asserted Thursday evening.

Mr. Galvin addressed the annual Radio-Electronics-Television Mfrs. Assn. banquet at the Sheraton Hotel, Chicago, and was presented with 1956 Medal of Honor for his outstanding service to industry. He was introduced by RETMA President H. Leslie Hoffman, Hoffman Electronics Corp.

Mr. Galvin referred to three successive plateaus in growth of the industry—radio in 1920s; industrial, commercial and military electronics in the 1940s, and television in 1946—but claimed future size of the industry is like an iceberg—"the biggest part of it is under the surface where you can't see it." He noted electronics contributes at least six billion dollars annually to the economy and said the figure will double in five years and triple in 10.

In moving up to the next plateau, industry must "place the general welfare above a fleeting questionable competitive advantage for the individual on occasion," Mr. Galvin said. He warned:

"Lower prices for electronics goods which result from engineering advances and manufacturing efficiencies are to be earnestly sought. But price cuts achieved either at the expense of reasonable profit for the investor or at the penalty of product quality for the consumer harm the industry and render a disservice to the nation's economy."

He also called for a "mature approach to the need for adequate qualified engineers, rather than the expediency of raiding" and cooperation with "higher education" to assure that specially qualified young people get the opportunity for the right kind of technical training. In this way, he suggested, a national solution to electronics problems "will sustain our international leadership." He charged that "expedient raiding" penalizes the defense program in some cases, postpones the introduction of innovations in consumer goods on occasion, and makes the professional engineer "a pawn."

Introducing Mr. Galvin, Mr. Hoffman lauded the Motorola president for his long RETMA service, his contributions in helping mobilize the electronics industry during World War II and his efforts to guide RETMA through reorganization and fiscal problems stemming from expansion of the radio industry to one embracing radio-television-electronics. Mr. Galvin was given a gold medal.

Hotpoint's First Tv Receiver To Be Shown at Chicago Show

HOTPOINT Co., Chicago, will unveil its first television receiver during the mid-year International Home Furnishings Market in Chicago, starting this week in the American Furniture and Merchandise Marts. Details of the Hotpoint receiver, manufactured by General Electric, were not released in advance of its exhibit.

Admiral plans to introduce its new 21-inch color table model ($499.95), while Motorola plans to show a color receiver and announce prices June 21. Also slated to be shown is Sears, Roebuck's new Silvertone color model at $595. Whether Admiral plans to announce price cuts on its color consoles ($895) was not ascertained last week. The manufacturer plans to produce about 25,000 color units by year's end and also will show its 10-inch portable models. RCA recently announced a color set for $495 [B•T, June 11].

Highlights of the Zenith exhibition are expected to be its new Space Commander remote control tuner and new seven-transistor portable radios, shown to distributors the past fortnight.

Lieberson to CBS Inc. Board

ELECTION of Goddard Lieberson, president of Columbia Records, to the board of directors and as vice president of CBS Inc. was announced last week by William S. Paley, board chairman of CBS. Mr. Lieberson, who had been with Columbia Records since 1939, was named president of the firm on June 4 [B•T, June 4].

NEW GE COLOR SET TO SELL FOR $495

Models, in price range with those of RCA and Admiral, to be shown at Chicago Merchandise Mart, which opens today (Monday).

THERE was little doubt left last week that the color rush at the manufacturing level is on. General Electric Co. announced Thursday it will show its new (and first) 21-inch color models, the least expensive of which will sell for $495, at the annual Merchandise Mart which opens today (Monday) in Chicago.

GE thus will match competitively the $495 bottom level price for a 21-inch color tv table model set by RCA two weeks ago [B•T, June 11]. Admiral Corp.'s 21-inch color receiver is expected to retail this summer for $499.95. Still other manufacturers are reported to be ready to follow suit.

There are three color sets in all to be marketed by General Electric in its line, all 21-inch (table and two different consoles) and all including a year warranty on the picture tube and a 90-day warranty on parts. The GE sets will use the aperture mask picture tube.

In commenting on the new GE line, the firm's tv sales manager, Joseph F. Effinger, predicted that 1956 will establish color "positively in the minds of the public in anticipation of years to come."

General Electric also claimed to have simplified its color model to such a degree as to be very similar to conventional black-and-white television receivers. Like RCA, GE has cut down on the total number of tubes—24 in all—and has designed 80% of the circuits in printed form. The two additional tuning controls added, according to GE engineers, are to regulate color intensity and to adjust the hue or shade of the picture. Sets will be available in vhf or uhf-vhf combination.

In black-and-white, GE has 60% of the chassis in printed circuit and is mounted vertically at the side of the cabinet to reduce height of the receiver and places the control panel at the top right of the picture. All tuning controls are located vertically on the panel. A "minimum depth" of tv cabinets also is claimed with the use of the 90-degree deflection picture tube. The monochrome models are 11 in all, including three 21-inch tables, six 21-inch consoles and two 24-inch consoles, with the tables selling at about $150 to $200 and the consoles starting at about $200. Basic monochrome chassis uses only 15 tubes (including the picture tube), four rectifiers and detectors.

About one-third of the GE line is made up of portables, ranging in price from a low of $99.95 to a high of about $159. Picture size includes 9-inch, 14-inch and 17-inch.

GE noted that its 9-inch portable and the color models are the only ones not now in production and ready for immediate shipment.

RCA, GE Comparison

COMPARISONS of different color tv products made by receiver manufacturers tread on tricky ground. But in a very general way, here is how RCA and GE (see separate story) match their new color sets, according to available data:

- Price (cheapest 21-inch color table model): RCA, $495; GE, $495.
- Printed circuitry: RCA claims 80 to 90% is on printed circuit boards. GE says it has designed 80% of the circuits in printed form.
- Number of tubes: RCA says its new color chassis uses 23 tubes, including the kinescope, two crystals and four rectifiers. GE places its total number of tubes at 24, including the picture tube and five rectifiers.
- Vhf, uhf: both RCA and GE will make models available with uhf-vhf tuning, otherwise they are for vhf only.
- Production: RCA says its color models are in mass production; GE observes its color sets are not yet in "production" nor are they ready as yet for immediate shipment.

RCA Color Service Deals Set

FOLLOW-UP to new sales push by RCA of its 1956-57 line of color tv receivers, with new bottom price of $495 [B•T, June 11], was announced last Monday. To be offered: "Full-range of consumer service contracts" for color sets at three prices. First contract, $39.95, includes installation, service and unlimited maintenance for 90 days; second, $69.95, similar 90-day provisions plus service thereafter at $7.50 per call with tubes and parts for full year, and third, $99.50, full year contract. Late last year RCA cut its full-year service contract price for color from $140 to the $99.50 level [B•T, Dec. 19, 1955].

DuMont Ships to WTTG (TV)

SHIPMENT of a new 25-kw transmitter to WTTG (TV) Washington (ch. 5) is set for today (Monday), Allen B. DuMont Labs reported last week. The new transmitter, which is being shipped along with associated equipment, replaces WTTG's present 5 kw transmitter and is expected to more than triple the station's effective radiated power.

MANUFACTURING PEOPLE

Charles A. Burton, general sales manager lighting division of Sylvania Electric Products Inc., to Chicago office as regional sales vice president.

C. G. Mayer, RCA International Div. technical representative and manager of licensee relations in Europe, named board chairman and managing director, RCA Great Britain Ltd., Middlesex, England, effective July 1. Transferred to Zurich, Switzerland, as general manager of RCA's Labs there was **R. F. Holtz,** former manager of engineering product development at International Div. headquarters in New York.

Dr. Rodolfo M. Soria, director of engineering, Amphenol Electronics Corp. (formerly American Phenolic Corp.—coaxial cables, antennas, radio components), Chicago, appointed vice president in charge of engineering.

Gail S. Carter, formerly vice president in charge of sales at Permo Inc. (coin phonograph needles), Chicago, appointed sales manager of Pentron Corp. (tape recorders), same city.

C. Arthur Foy, audio division manager in Chicago area, Ampex Corp., to sales promotion manager in audio division at firm's Redwood City, Calif., headquarters. **Albert J. Melrose,** manager of Ampex order service department, succeeds Mr. Foy as central district manager. **Ralph H. Sprague,** Ampex Chicago representa-

Not One- but TWO

FIRST...
in Pioneer Service

". . . (KIMA-TV) did some fancy pioneering and gave impetus to a whole new concept in what has become a powerful satellite empire."

FIRST...
in Local Live Program Promotion!

". . . KIMA-TV, Yakima, Wash., first place for its audience promotion in behalf of Uncle Jimmy's Clubhouse . . ."

FIRST BUY-
in the PACIFIC NORTHWEST

Distinguished for service and promotion and dominating in its exclusive coverage---that's Cascade Television. Linking three of the Northwest's most prosperous regions, this unique parent-satellite system creates a new, important market. It's a huge, two-state area of nearly half a million served by 13 daily newspapers, 27 weeklies and 19 radio stations but dominated exclusively by Cascade Television.

KIMA-TV
Yakima, Wash.
with its Satellites
KLEW-TV
Lewiston, Ida.
KEPR-TV
Pasco, Wash.

See Weed Television
Pacific Northwest: MOORE AND LUND

tive, named manager of new midwest district for audio division.

Earl M. Wood, plant manager, RCA Tube Plant, Lancaster, Pa., named manager for manufacturing at both Lancaster and Marion Ind., plants; **Edward E. Spitzer,** manager, power tube engineering, Lancaster, to manager of engineering at both plants, and **Sidney White Jr.,** manager of power, pickup and phototube manufacturing, succeeds Mr. Wood as Lancaster plant manager.

George A. Svitek named to new position of national service manager of General Electric Co., communication equipment section, Syracuse, N. Y. He will be responsible for program of advanced training for authorized GE service stations.

J. M. Slayton, television sales manager, O'Bannon Bros., Little Rock, Ark., to Allen B. DuMont Labs as district manager for southeastern region, Little Rock.

Myron Smoller, Amperex Electronic Corp., Hicksville, L. I., named advertising and sales promotion manager. Other title designations: **Arnold Peterson,** distributor sales manager, **Sol Gertzis,** chief applications engineer, **Charles Roddy,** product manager of communications and industrial tube division, **Irwin Rudich,** product manager in charge of semiconductors and special purchase tubes, **Frank Agresti,** technical sales engineer, **Walter Sandberg,** government contracts administrator, and **George Elliot,** sales office manager.

Thomas M. Felgen, graduate, Lake Forest College, Illinois, to Chicago office, Audio Devices Inc., as sales representative for Illinois, Indiana, Kentucky and Wisconsin on Audiotape, Audiodiscs and Audiofilm.

MANUFACTURING SHORTS

Audio Devices, N. Y., has issued new bulletin on Audiofilm, used for original magnetic recording of motion picture and television sound tracks. Bulletin is available free from company at 444 Madison Ave.

Pilot Radio Corp., Long Island City, has appointed following new representatives for Pilot, Encore and Ensemble lines of high fidelity systems and components: Applestone & Brereton, San Francisco; Les A. Morrow Co., Cleveland and Pittsburgh, and Dougherty Enterprises, Lanikai, T. H.

Elgin National Watch Co., Electronics Div., Elgin, Ill., has appointed Gene Rosen & Assoc., Rockville, Md.; William H. Connors, Denver, Colo.; Francisco Fernandez Fernandez, Havana, and Tim Coakley, Boston, for microphone and relay representation.

Bodde Projector Co., San Fernando, Calif., producing new walk-along attachment for all Bodde projector models. Attachment, allowing operator to start, stop or reverse moving background, and usable horizontally or vertically, can be adapted for 2,000 w and 5,000 w single and dual projectors. Stock film is available in 4½-in. wide rolls of varying lengths.

ORRadio Industries Inc., Opelika, Ala., announces new representatives for Irish Brand magnetic tape as John T. Stinson Co., Havertown, Pa.; Thomas H. Beil, Reading, Pa., and Mel Foster, Minneapolis.

Robins Industries Corp., Bayside, N. Y., has introduced Audio-File AF-50 storage unit for disc recordings. File is made of transparent plastic, self-closing containers suspended from slide rods, allowing user to file records without index, and eliminating need for jackets or individual covers. Unit measures 13x14x14 in.

Califone Corp., Hollywood, announces Celebrity model line, one of several in 1957 line designed for classroom and dance group use. Celebrity incorporates patented turntable which operates on center drive at continuous variable speeds from 16 rpm to 78 and which uses no cones, idlers or belts. Other Celebrity features are 5 w amplifier with 8-in. self-contained extended range speaker, new pickup counterbalanced upward to prevent falling on records, cork-top turntable, built-in 45 rpm adapter and new cartridge-needle arrangement for easy changing.

Wilcox-Gay Corp., Charlotte, Mich., has announced 1957 push-button Recordio tape recorder line, with two of 12 redesigned models priced at $99.95 retail. Two other new units are high fidelity, seven-speaker tape recorder with clock radio and convertible model for use as portable and as chairside console using legs.

Rek-O-Kut Co., Long Island City, offering for 20 cents new recording time table giving playing time in minutes for various cuts.

Allen B. DuMont Labs., Clifton, N. J., has entered portable tv receiver market, with 14-in. and 17-in models. DuMont also recently announced plans for "full-scale" entry into table radio field. Firm is adding five new am table models, including two clock radios, to its current line of two table radios and portable radio model.

Also from DuMont comes announcement of new type of aluminized black-and-white tv picture tube that is about two inches shorter than present models, incorporating short-length straight electron gun and eliminating iron trap. Shorter tube length will permit reduced cabinet depth and manufacturing economies result from elimination of iron trap magnet and centering magnet.

Jerrold Electronics Inc., Philadelphia (community antenna equipment), has announced gross income of $3.7 million after taxes for fiscal year ending Feb. 29, 1956. Net income was $169,422. These compare with last year's $3.4 million gross income and $189,733 net income. Jerrold's first fiscal quarter income this year was estimated at $1.1 million gross income compared to $780,000 in same period last year. Sixty percent of gross was from sale to community antenna systems, annual report said. Jerrold owns antenna systems in Ukiah, Calif.; Key West, Fla.; Pocatello, Idaho; Dubuque, Iowa, and Flagstaff, Ariz.

RCA, Camden, N. J., reports it has shipped live studio color camera to WTMJ-TV Milwaukee and to NBC-TV studios in Brooklyn, N. Y.

Zenith Radio Corp., Chicago, has introduced new seven-transistor portable radio which is book size and uses standard flashlight batteries. Model, Royal 800, has power rated at 500 milliwatts, features full-size speaker and is housed in plastic cabinet. Suggested retail price is $87.50.

Standard Electronics Corp., Newark, N. J., reports orders for 25 kw vhf amplifiers from KDLO-TV Florence, S. D., and KGVO-TV Missoula, Mont. Firm also announces new four-page tv amplifier specifications bulletin describing high and low band 10 kw vhf amplifiers. Bulletin is illustrated.

Kay Lab, San Diego, Calif., producing new remote three-lens turret, model ARC-4, for use with Kay Lab industrial tv systems. Unit is designed for use where wide field of view is required and variable focal length lenses are inadequate because of slow speed.

Top-Management Shifts For Columbia Records

IN HIS FIRST reorganization move since assuming the presidency of Columbia Records Inc., following James Conkling's resignation [B•T, June 4], Goddard Lieberson last week made five major appointments within the CBS Inc. subsidiary, three of them involving new vice presidencies, they included:

Herbert M. Greenspon, vice president in charge of manufacturing, will henceforth be responsible for the direction of Columbia Electronic Products, Cryton Precision Products, CRI Transcription Service, engineering research and development.

Albert B. Earl, executive assistant, formerly located in Bridgeport, Conn., has been elected administrative vice president. He will coordinate all company-wide activities in organization and product planning as well as the company's New York operations.

Hal B. Cook, sales director, will take over Columbia Records Sales Corp., as vice president.

Alfred B. Lorber, former director of CRI's law department, has been elected vice president in charge of legal and business affairs, directing the newly-established business affairs department, which will handle all legal, contract and cost analysis problems.

James E. Sparling, director of Columbia Phonograph Div., has been named general manager of Columbia Electronic Products, reporting to Mr. Greenspon.

Dowd Sells Stock Interest In Delira to Broidy, Gross

IRA E. DOWD has resigned as president of Delira Corp., Hollywood, and sold his stock interest to William F. Broidy and A. M. Gross, it was announced last week. Delira licenses use of *Wild Bill Hickok* in radio, tv and merchandising. Mr. Broidy produces the half-hour *Hickok* film for CBS-TV plus syndication through Flamingo Films.

Mr. Dowd originated the entire Hickok package in 1949. It has been sponsored by Kellogg Co. since 1951 and is now in some 200 markets. Mr. Gross, stockholder and officer of Delira for two years, succeeds Mr. Dowd as president. Guy Madison continues as chairman of the board. Other principal in Delira is Andy Devine. Donald Thompson has been named executive vice president and active administrator of the license firm.

PROGRAM SERVICE PEOPLE

Joseph W. Roberts, product promotion manager, Revlon Inc., N. Y., named to newly-created position of vice president in charge of marketing at Muzak Corp., N. Y. He will coordinate all of firm's advertising, sales and merchandising activities. Firm provides background music for restaurants, banks and factories through 127 major market franchisers.

Tom Fraser, former program coordinator of *Panorama Pacific* on Columbia Television Pacific Network, has set up tv packaging business in Sacramento. He is writing, producing and emceeing new daily show, *Horizon,* for General Electric on KCCC-TV. Reitter & Orme Adv., Sacramento, is GE agency.

Alex Kramer, member of ASCAP board, elected president of Veterans' Hospital Radio Guild, volunteer entertainment organization.

GENE AUTRY, ROBERT O. REYNOLDS BUY KSFO SAN FRANCISCO FOR $1 MILLION

Application for FCC approval may be filed this week. Commission approves sales of KVEC-AM-TV San Luis Obispo, Calif., to Valley Enterprises and WINT (TV) Waterloo, Ind. to Universal Broadcasting Co. Approval of sale of WHAM-AM-TV, WHFM (FM), KLRA sought.

SALE OF KSFO San Francisco by sole owner Wesley I. Dumm to Gene Autry and Robert O. Reynolds for $1 million was announced last week. Application for FCC approval may be filed this week. Other major ownership developments last week included the following:

• FCC approved the sale of KVEC-AM-TV San Luis Obispo, Calif., to Valley Enterprises Co. for $450,000, and the sale of WINT (TV) Waterloo, Ind., to the Universal Broadcasting Co. for $800,000.

• Applications were filed at the Commission for approval of the $5.1 million sale of WHAM-AM-TV, WHFM (FM) Rochester, N. Y., to Transcontinent Television Corp., and the $162,500 sale of KLRA Little Rock, Ark., to Connie B. Gay.

Cowboy star Autry and Mr. Reynolds are owners of KMPC Los Angeles. Mr. Autry is also majority stockholder in KOOL-AM-TV Phoenix and is part owner of KOPO-AM-TV Tucson. Mr. Dumm is president and chief owner of KXA Seattle and was major owner of KPIX (TV) San Francisco until 1954, when he sold the outlet to Westinghouse Broadcasting Co. for $7.5 million. He has been identified with KSFO since 1933.

Independent Outlet

KSFO is an independent outlet, operating on 560 kc with power of 5 kw daytime and 1 kw night. It is expected to switch its national sales representation to Am Radio Sales after FCC approves the transfer. Messrs. Autry and Reynolds said they have no plans to alter the present programming format of KSFO, nor will the San Francisco station exchange talent or programs with KMPC. They said R. W. Wassenburg will continue in his present capacity as executive vice president, and it is planned to continue operation with the present personnel intact. The sale was negotiated by Howard E. Stark, New York station broker. Price involves cash payment of $130,000, with the balance in notes to be paid to Mr. Dumm over a 10-year period.

The sale of KVEC-AM-TV San Luis Obispo from The Valley Electric Co. to The Valley Enterprises Co. was among ownership changes approved by the Commission last week.

Valley Enterprises principals are equal partners John C. Cohan and Jerome Kantro. Mr. Cohan is 25.63% owner of KSBW-AM-TV Salinas, Calif., 85% owner of John Cohan Adv. Inc., Salinas, and 50% partner in Ridgecrest Radio Co., applicant for new am in Ridgecrest, Calif.

KVEC-TV operates on ch. 6 with 16 kw power. It is affiliated with ABC and CBS. KVEC operates on 920 kc, with 1 kw daytime, 500 w night, and is affiliated with MBS. Sellers were Christina M. Jacobson, 66.7%, and Leslie H. Hacker, 33.3%.

Also approved last week was the sale of WINT (TV) Waterloo, Ind., from Tri-State Television Inc. to Universal Broadcasting Co. Universal (C. Bruce McConnell) is licensee of WISH-AM-TV Indianapolis, Ind., owns WANE and holds cp for WANE-TV ch. 69 Ft. Wayne, Ind., and WHBU Anderson, Ind.

WINT operates on ch. 15, with 240 kw power and is affiliated with CBS and ABC. Principal sellers are R. Morris Pierce, 10.8%; Ralph Rehor, 6.52%; Frederick Wolf, 10.87%; E. J. Sklenicka, 4.35%; J. J. Smid, 8.69%; John F. Patt, 14.5%, and others. Universal will surrender its WANE-TV grant in order to operate WINT.

Filed at the FCC last week was the $5.1 million sale of WHAM-AM-TV, WHFM (FM) Rochester, N. Y., from Stromberg-Carlson Div. of General Dynamics Corp. to Transcontinent Television Corp.

Transcontinent is a new entity in broadcasting, but includes several principals who hold broadcast interests. Just two weeks ago the Commission granted transfer of control of WSVA-AM-FM-TV Harrisonburg, Va., to Tudor Enterprises Inc., of which Trancontinent owns 50%. Other 50% of Tudor is owned by former NBC executive Hamliton Shea, who serves as a Transcontinent vice president.

Other Transcontinent principals are Paul A. Schoellkopf Jr., 12.5%; David Channing Moore; J. Fred Schoellkopf IV. 12.5%; David Forman (12.5%), and Seymour Knox III, 4.2%. Other principal is General Railway Signal Corp., which has agreed to purchase 50% of the Class A stock and $1.9 million in debentures. It will also hold 200,000 Class B shares, permitting it to elect three of the nine directors of Transcontinent.

The Schoellkopfs and Mr. Knox hold between 7% and 8% interest in WGR-AM-TV Buffalo. General Railway Signal Corp., manufacturer of railroad signaling devices, also owns Electrons Inc., Newark, N. J., manufacturer of electronic tubes, and owns 50% of Railroad Accesories Corp., N. Y.

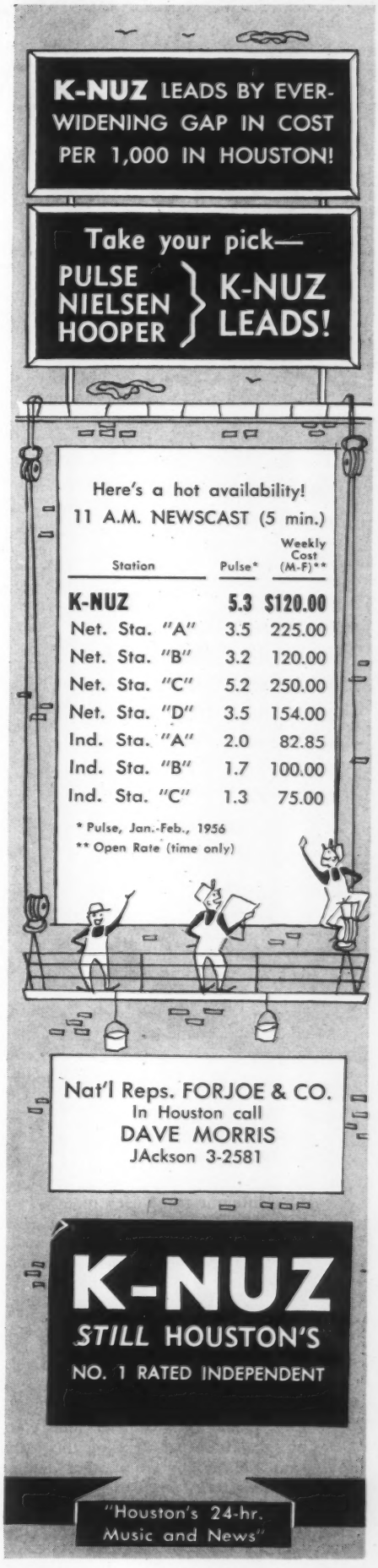
Balance sheet for WHAM properties as of Dec. 31, 1955, showed total assets of $1.9 million, current assets, $566,316; current liabilities, $200,074, and earned surplus, $52,331. Transcontinent balance sheet as of May 15, 1956, showed total assets of $1.14 million, current assets $781,712. General Railway Signal Corp. is a $16.5 million company.

Immediately after FCC approval of this transfer, Transcontinent plans to sell WHAM, WHFM (FM) to Riggs & Green Inc. Amount of resale has not been set, but Transcontinent said it would not exceed original purchase price. Riggs & Green Inc. is licensee of KVOR Colorado Springs, Colo., and is equally owned by John S. Riggs and Robert Greene, who also own WAIR-AM-FM Winston-Salem, N. C. Mr. Riggs also is 26.6% owner of WELM Elmira, N. Y.

Also filed last week was sale of KLRA Little Rock, Ark., from Arkansas Gazette to Washington (D. C.) country music impressario Connie B. Gay, owner of WTCR Ashland, Ky. Purchase price is $162,500. KLRA operates on 1010 kc, with power of 10 kw daytime, 5 kw night.

WMAL Names H-R Reps

H-R Representatives Inc. has been appointed national sales representative for WMAL Washington, effective July 1. On the same date H-R Television Inc. becomes representative for WMAL-TV.



KRCA (TV) MERCHANDISING PUTS CLIENTS ON PEDESTALS

'KEY VALUE' PRODUCTS GET PRIME DISPLAY ON STORE SHELVES

KEENLY AWARE that all the advertising in the world won't sell a product unless the housewife can find it on her dealer's shelves, KRCA (TV) Los Angeles is proving a practical voluntary merchandising plan which assures ample store display space for principal sponsors.

It is a simple operation that KRCA believes any radio or tv station in the country could follow in its own market with equal success.

The NBC owned and operated station finds that even in a major market like Los Angeles, its "Key Value" merchandising program can be supervised by one man, Harry Camp, merchandising manager. He estimates the total value of a year's merchandising at approximately $100,000, which includes reciprocal time, production and administrative costs. KRCA officials find that the station gains this back many fold in both billing and goodwill from the station's advertisers.

This is how it works. In order to qualify, a product must spend at least $625 a week for 13 weeks on KRCA. It may buy programs, spots or station breaks. For this sum, the product is assured a major end-of-row or island display for one week in each of the grocery stores of the particular store group that is cooperating each month with the station.

In addition, the product gains in-store promotion through mobile wire hangers, shelf-strips and posters as well as "Key Value" mention in the store's newspaper advertising.

There also is extensive secondary promotion of the Key Value plan as well as other special promotion necessary for any unique marketing problem faced by a product.

What do the cooperating stores get out of all this? They cooperate purely on a voluntary basis, a different group each month. For permitting a Key Value team to come into their store, set up the displays and other promotion material, they receive commercial television time and Key Value promotion tie-in with all local KRCA personalities who have participating sponsor programs. KRCA arranges for all display work in the stores and provides all promotion materials at no cost to the stores. The retailer signs no contract. It's a gentlemen's agreement.

The Key Value team of four men who do the physical labor of dressing the store displays and promotions are another unique aspect of the KRCA project. They work for a bottled water distributing company, Sparkletts Drinking Water Corp., but are assigned virtually full time to the Key Value plan. Sparkletts has 180 trucks calling on 125,000 families in metropolitan Los Angeles.

Not only do the five-gallon water bottles bear Key Value promotion labels, but the trucks carry 3 x 4 ft. color cards promoting Key Value programs and personalities. Products are not specifically mentioned in the Sparkletts tie-in, but the delivery trucks and their drivers provide an immediate welcome to 125,000 homes if any sponsor wishes to give away samples of his product (quantities of 10,000 or more) to stimulate distribution and consumer acceptance—another "key value" of the Key Value plan.

You guessed it. Sparkletts does all of this for KRCA in return for commercial air time, but with KRCA providing all the promotional materials.

KRCA officials explained that stations in other markets might find a dairy, laundry or similar service available for tie-in if there is no large bottled water distributor.

How important are these merchandising bonuses for KRCA advertisers? The station says that in the period 1954-1956 an average of 238 stores cooperated each year—stores with a combined annual volume estimated at $440 million. They gave KRCA products 3,486 stack or end displays, 16,600 column inches in newspaper ads and allowed their stores to be dressed with 23,457 mobile hangers and 4,830 shelf strips during the 30-month period. Throughout the year the Sparkletts' truck cards and bottle labels, according to KRCA estimates, added another eight million consumer impressions each week.

KRCA worked out the Key Value plan in 1953 when it discovered the tremendous struggle that even a top national brand faces when it tries to gain preferential treatment in the modern market carrying 5,000 different items.

When a product accepts the KRCA Key Value plan to support its on-air advertising, the station's merchandising manager meets with a product representative to discuss the product's percentage and area of distribution in the KRCA area, its shipping practices, sales and merchandising activities, as well as any problem such as poor acceptance in a given neighborhood. The Key Value promotion is suited to meeting these needs and is flexible enough to allow the advertiser to request additional special services at cost if desired.

Since a different store group is used each month, the merchandising manager calls on store executives a month in advance and submits the list of products to be featured. Dates are set for promotions in each store, as well as tie-in with the newspaper advertising. Bulletins are prepared for release to individual store managers.

After this meeting, KRCA writes each product representative to give him details of the plan and requesting him to contact the stores to insure sufficient inventory. During the promotion, the displays are photographed and checked by the Key Value team. As a windup, KRCA submits an evidence report for the advertising agency.

"One thing must be kept uppermost in mind," Mr. Camp says, "unless a merchandising program is good for *all* participants it should not be attempted. KRCA's Key Value plan has increased sales for the client's product at the point-of-purchase, for the participating stores and has not only created new business for the station but has been a major factor in renewal of contracts."

KRCA's conclusion: A little tie-in promotion goes a long way to solving client's merchandising headaches and keeping sponsors happy.

THAT EXTRA PUSH

THIS end-of-aisle display in a participating grocery typifies how KRCA (TV's) Key Value plan gives the client's products an extra push toward the buyer's shopping cart.

WRCA-AM-TV Makes Organization Change

MANAGEMENT organization of WRCA-AM-TV New York was revamped last week, with separate station managers appointed for each. In announcing the change, Thomas B. McFadden, NBC vice president and general manager of the NBC owned stations, noted that the separate management structure for radio and tv would result in greater efficiency and an improved service of the stations' operation.

The new managerial positions have been filled at WRCA-TV by William N. Davidson,

MR. HAMILTON MR. DAVIDSON

formerly assistant general manager of the combined operations, and at WRCA (AM) by Arthur Hamilton, formerly manager of production and business affairs of the stations. Frederick Acker, supervisor of business affairs under Mr. Hamilton, succeeds him as business manager of WRCA-AM-TV.

Jay Heitin, sales manager; Stephen Krantz, program manager; Sherman C. Hildreth, manager of technical operations, and Peter Affee, manager of operations, will report to Mr. Davidson at WRCA-TV. George C. Stevens, sales manager; Stephen White, program manager, and Mr. Hildreth (for technical matters) make up the WRCA staff reporting to Mr. Hamilton.

Under the new alignment, advertising, promotion, merchandising, publicity, news and special events will continue to service both stations. Mr. Davidson will act as general manager of both stations in Mr. McFadden's absence.

Victor Riesel on Radio, Tv

LABOR columnist and commentator Victor Riesel of New York, who lost his eyesight after an assailant threw acid in his face, is going to do both radio and tv programs. His television show is slated for WRCA-TV New York, starting June 29 (Fridays, 6:30-6:45 p.m. EDT). He will interview guests from the field of labor. WMCA New York, meanwhile, plans a series of broadcasts featuring Mr. Riesel in interviews and comments on the problem of racketeering in labor unions. The series is slated for Sundays, 9:30-10 p.m. EDT. Leon Goldstein, WMCA's vice president, said the radio program would be recorded and syndicated to other stations.

WGN-AM-TV Names Petry

WGN-AM-TV Chicago has appointed Edward Petry & Co. Inc., as sales representative for 11-state west coast area, effective July 1. Stations also reported they are "organizing" to service Midwest from New York with own east coast sales staff.

Fetzer Co. Plans New Center To House WKZO-TV Facilities

PLANS for a new television center to house facilities of WKZO-TV Kalamazoo, Mich., were reported Wednesday by John E. Fetzer, president of Fetzer Broadcasting Co., in connection with the company's 24th anniversary observance.

Mr. Fetzer announced acquisition of property on Maple St. off Crosstown Parkway. Plans for the tv center are being developed under supervision of Carl E. Lee, vice president and managing director of Fetzer Broadcasting Co. The center will house equipment for studio origination of color programs, which WKZO-TV has been transmitting for two years, and studios designed to handle all types of tv shows, including audience participation.

The present building at the new site will serve as the nucleus for expansion. Programs originating in new studio will be relayed to WKZO-TV's transmitter north of Kalamazoo by microwave facilities. Plans also will provide for driving automobiles into studios and for staging of outdoor, live tv shows.

WOSU-AM-FM-TV Columbus Names Hull Radio-Tv Head

RICHARD B. HULL, director of radio-tv at Iowa State College, Ames, last week was appointed director of radio-tv broadcasting at Ohio State U. (WOSU - AM - FM - TV), Columbus. Now on leave from Iowa State for a one-year special study sponsored by the Fund for the Advancement of Education, he will assume his new position Nov. 1, replacing Robert C. Higgy, named associate director for engineering and transmission.

MR. HULL

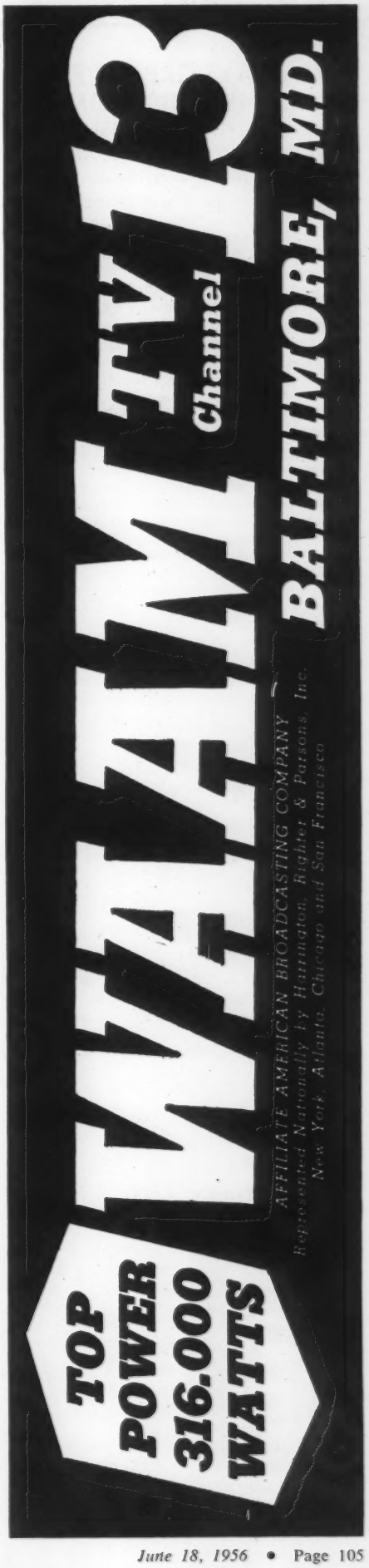
Mr. Hull is a former chief announcer at WOSU, KOAC Corvallis, Ore. (Oregon State College), and farm newscaster, WCCO Minneapolis. He is a past president of the National Assn. of Educational Broadcasters and is now a member of its board of directors and executive committee. He also was the first executive director of the Joint Commission on Educational Television and is now head of the tv group of the U. S. delegation to UNESCO.

WFBG-AM-TV Names Martin

APPOINTMENT of Thomas F. Martin as sales manager of WFBG-AM-TV Altoona, Pa., was announced last week by David J. Bennett, director of regional sales development of Triangle Publications Radio and Television.

MR. MARTIN

Prior to joining Triangle's Altoona stations, Mr. Martin was executive vice president and general manager of the Hawley Broadcasting Co., owners of WEEU-AM-TV Reading, Pa., where he served from 1950 until early this year.



GIVEAWAYS CREATE FUROR IN MINNEAPOLIS, OMAHA

Mid-Continent stations and WCCO offered $460,000 in prizes during contests that ended the past weekend.

TWO major cities—Minneapolis and Omaha—approached the weekend in a state of mild shock as radio listeners scrambled for a potential $460,000 in prize money.

Two Mid-Continent Broadcasting Co. stations, WDGY Minneapolis and KOWH Omaha, closed separate $105,000 treasure hunts today (Monday), last chance to find checks hidden by an insurance firm. The two stations have been broadcasting frequent clues supplied by the insurer which charged fees totaling 1/47th of the prize money on a probability basis.

WCCO Minneapolis ran a competing "Cash-orama" contest offering a potential $250.000 in prizes to listeners who responded to WCCO phone calls by repeating key phrases heard on the air. This contest closed Saturday.

Todd Storz, president of Mid-Continent, told B•T its contest had drawn searching parties from as far away as Bellingham, Wash. Portable radios were carried by listeners and in Omaha the Sol Lewis Appliance Co. sold out its entire stock June 8, second day of the contest.

Some Omaha incidents: One of the twice-daily clues mentioning a street intersection brought a crowd of 7,500 within 20 minutes. A belief that the check was in the Commodore Hotel drew enthusiasts who tore a rug off the floor and ransacked a room—a $200 damage bill that KOWH cheerfully paid. And a bag of missing checks stolen in a recent drug store robbery was found under a bridge and turned over to police.

In Minneapolis it took 20 policemen to handle a crowd at Hennapin and Yyndale intersection and trees everywhere were ransacked in search of the WDGY prize. In both cities phony checks were planted by pranksters.

Chambers of commerce, Mr. Storz said, were delighted "with the tremendous influx of visitors from near and far," and hoped the contests would become annual affairs.

WCCO officials chuckled, they said, when WDGY repeated such prize-winning slogans as "WCCO is always first with the news," in an effort to keep listeners tuned to WDGY. This practice was dropped, they explained, after a few days.

Cash awards offered by WCCO to those who could repeat the key phrase after it was broadcast varied from $1,000 to $5,000. Fifteen calls were made per day.

Wagner Named to Head Bartell Atlanta Office

MORTON J. WAGNER, executive vice president and manager of WMTV (TV) Madison, Wis., has been appointed manager of the newly-opened Bartell Group eastern division office in Atlanta [B•T, June 4], Gerald A. Bartell, president, announced last week.

MR. WAGNER

Mr. Wagner also becomes general manager of WAKE Atlanta. His duties will include east coast representation for group purchases of the Bartell stations.

A FIVE-YEAR contract, representing more than $2.5 million in time and talent, is signed by Frederick S. Houwink (r), general manager of the Evening Star Broadcasting Co. and Connie B. Gay (l), chairman of the board of the Town and Country Network. The contract calls for the exclusive services in the Washington, D. C., area of Jimmy Dean and the Texas Wildcats on WMAL-AM-FM-TV Washington.

Advertising Co-Directors Named by RKO Teleradio

MRS. CARROLL A. ELLIOTT of *McCall's* magazine is joining RKO Teleradio Pictures as director of copy, and she and Arnold Roston, art director, will be co-directors of the advertising department.

The appointments were announced last week by Robert A. Schmid, RKO Teleradio Pictures vice president in charge of advertising and public relations. RKO Teleradio is the parent company of RKO Radio Pictures, Mutual, and

MRS. ELLIOTT

MR. ROSTON

General Teleradio, and the responsibilities of Mrs. Elliott and Mr. Roston will encompass all of these divisions.

Acquisition of Mrs. Elliott's services was seen by Mr. Schmid as an important forward step in RKO Teleradio's staff expansion plans as well as being in line with President Thomas F. O'Neil's expanding interests in the entertainment field. Mrs. Elliott is a former copy chief of advertising and sales promotion for CBS-TV and former managing editor of *Charm* magazine.

KEAR Goes on Auction Block To Satisfy Government Taxes

PUBLIC AUCTION of Stephen A. Cisler's KEAR San Francisco to recover taxes due the U. S. government will be held at the station's transmitter site June 28, the District Director of Internal Revenue there reported Thursday. Treasury officials padlocked the station May 31 and KEAR suspended operation [B•T, June 4]. Mr. Cisler's KXRX (FM) San Francisco was not attached because of separate corporate status.

The government filed liens totaling $21,762 in San Francisco and $3,415 in San Mateo County against Bay Radio Inc., KEAR licensee.

The money due the government is for payroll withholding and unemployment insurance taxes since 1954. The Internal Revenue office said the auction would not be held if the delinquent taxes are paid before 11 a.m., June 28.

Land, transmitter building and technical equipment will be auctioned at the transmitter site, Bayshore Highway, Balmont, San Mateo County. The government also will auction office facilities and technical equipment located at KEAR's studios, 1550 California St., San Francisco. KXRX is licensed to Electronic Service Corp., also at 1550 California St.

Petry Names Maillefert V. P. in Charge of Radio

APPOINTMENT of William B. Maillefert as vice president and general manager of radio at Edward Petry & Co. is being announced today (Monday).

MR. MAILLEFERT

Mr. Maillefert has been with the Petry Co. since 1950 and had served as New York radio sales manager since July of 1954. The vice presidency in radio is a new post created as the first step in what is described as "an overall expansion of the Petry radio department."

Before joining Petry, Mr. Maillefert was president and general manager of the Veterans Broadcasting Co., owners of WVET Rochester, N. Y.

WGN Inc. Plans Film Festival For Agency, Film Executives

WARD QUAAL, new general manager of WGN Inc., Chicago, effective Aug. 1, will be principal speaker at WGN-TV's film festival and talent presentation for agency, film and other representatives June 28.

Plans for the fifth annual presentation, announced Thursday by Ted Weber, WGN-TV sales manager, call for previews of selected first-run syndicated films to be available this fall, presentation of WGN-TV talent and a luncheon. WGN-TV will afford film producers and distributors an opportunity to make brief sound-on-film presentations for their products and features will be filmed by the *Chicago Tribune* station for integration in the overall presentation.

With addition of live talent on the program, WGN-TV thus is broadening the base of its annual "film festival" exhibition in line with WGN Inc.'s reappraisal of its position in the industry and greater identification with community interests.

Mr. Quaal, vice president and assistant general manager of Crosley Broadcasting Corp., rejoins WGN Inc. as successor to Frank P. Schreiber, who has resigned as vice president and general manager of WGN Inc. [B•T, June 11].

Taking key roles in this years program, aside from Messrs. Quaal and Weber, are Elizabeth Bain, WGN-TV film supervisor, and J. E. Faraghan, program manager. Presentation will be held in the Boulevard Room of the Sheraton Hotel from 10:30 a.m. to 3 p.m. Jack Brickhouse, WGN-TV sports personality, will serve as emcee.

EXECUTIVES and sales representatives of Plough Broadcasting Co. stations held a three-day meeting in Memphis early this month for a discussion of all phases of station operation and a tour of the parent Plough Inc. (pharmaceuticals) plant. Present (l to r): seated, Fred Harm, vice president and general manager, WJJD Chicago; Harold Krelstein, president, Plough Broadcasting Co.; Charlie DeVois, vice president and general manager, WMPS Memphis; Irvin Dierdorff Jr., program director, WCOP Boston; standing, Ed Nickey, vice president, Radio-Tv Representatives Inc., Chicago office; Harold Burke, vice president and general manager, WCAO Baltimore; Peggy Stone, vice president of Radio-Tv, New York office; Roy Whisnand, vice president and general manager, WCOP, and Harry S. Goodman, president of Radio-Tv, New York.

REPRESENTATIVE PEOPLE

John B. Shelton, Chicago manager for Everett-McKinney Inc., elected vice president of firm.

Jim O'Grady, account executive, Young Television Corp., N. Y., promoted to assistant sales manager.

Robert S. Jones, CBS Radio account executive, San Francisco, and former manager, KXRN Renton, Wash., transferred to CBS Radio Sales in New York in similar position. Named to succeed him on the West Coast was **Robert I. Price,** account executive with KCBS-AM San Francisco. **John J. Burke,** formerly with sales staff of Weed & Co., Chicago, to Chicago office of CBS Radio Spot Sales as account executive.

Charles E. Stoddard, former Biow Co. account executive, to The Meeker Co., N. Y., as sales executive.

STATION SHORTS

KOSI Aurora-Denver has opened downtown sales office at 1650 California St. Telephone Keystone 4-8137. New quarters supplement general management offices at Riviera Motel.

KDAY Hollywood breaking ground this month at corner of Sunset Blvd. and Sweetzer, placing time capsule 25 feet underground for opening on 25th anniversary of new studios in 1981. Capsule to contain comment by station personalities, news, industrial and trade people on radio and topical subjects.

Workmen Finish Studios As WESH-TV Goes on Air

WESH-TV Daytona Beach, Fla., went on the air last Monday with a newscast while workmen were still finishing the studio floors. The ch. 2 outlet transmits with 1.26 kw visual and .759 kw aural from a 349 ft. RCA tower.

Walter Strouse, station manager, said the station would operate from 5 to 11 p.m. daily at the outset with 90% of programming on film. He said negotiations are being made for a network affiliation. WESH-TV is owned by Telerad Inc.

KSLA-TV's Don George Dies of Heart Ailment

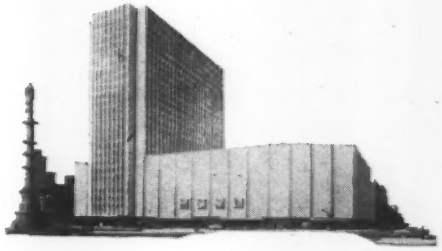
DON GEORGE, president and general manager of KSLA-TV Shreveport, La., died June 5 in his Shreveport home of a heart ailment. The 48-year-old executive had been ill for about two years and just returned home from a local hospital the morning of his death.

Mr. George was active in many civic organizations, including chamber of commerce, Kiwanis, Salvation Army, Tuberculosis League and the Community Chest. He is survived by his widow, Eugenia, and daughter, Dolores.

WJAC-TV Begins Colorcasting

WJAC-TV Johnstown, Pa., which June 8 announced the installation of an RCA color camera, claims to be the first Pennsylvania station equipped to originate live color tv programs. WJAC-TV will telecast approximately three hours of local color weekly at the outset and by winter expects to broadcast about 100 hours per month in color, representing nearly 25% of its program schedule, according to General Manager Alvin D. Schrott.

on June 25th



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DEALER'S CHOICE

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Channel 12 effectively presents your sales message to a steadily increasing receptive audience—and wins every time with this

FIVE CARD DRAW—

- A rich Delaware Valley market—population 5,640,208.
- 1,644,948 Families with a Buying Income of $9,836,277,000.
- Total Retail Sales—$6,365,340,000.
- Lower per-viewer costs—increasing per-viewer acceptance.
- High powered coverage—316,000 Watts.

CONTACT YOUR RAYMER REPRESENTATIVE TODAY FOR AVAILABILITIES.

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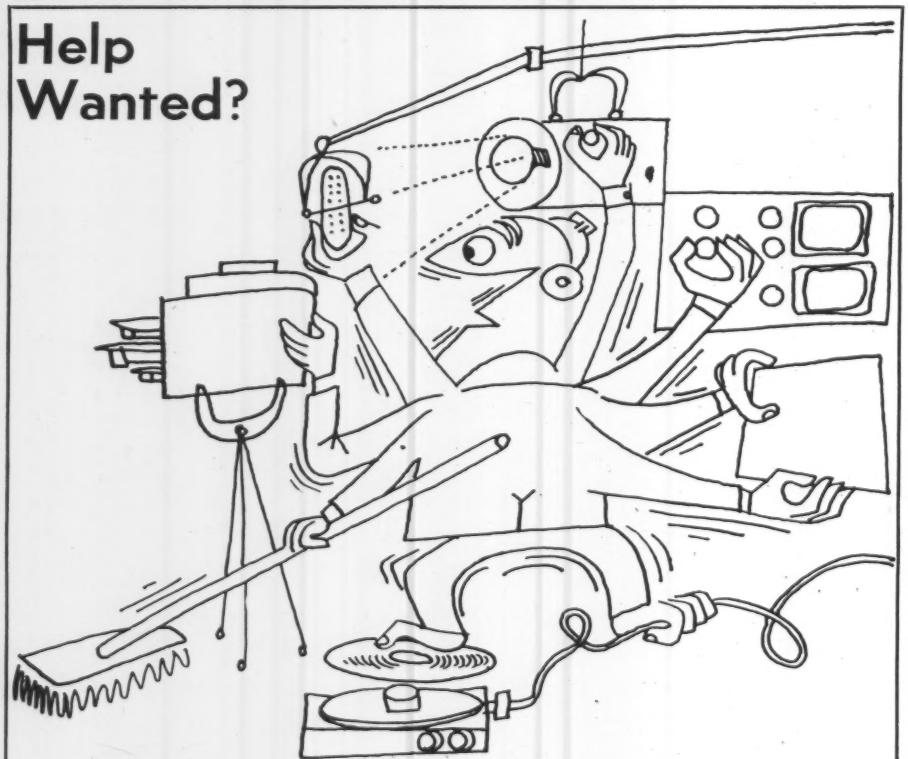

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For personnel, equipment, services or stations to buy or sell, tell everyone that matters in the *Classified* pages of Broadcasting • Telecasting.

* *or job.*

STATIONS

AL MEANS (Ford dealer) signs a 52-week contract to sponsor weatherman Hines Wolters on WSFA-TV Montgomery, Ala. L to r (standing) are Mr. Wolters, fulltime meteorologist for WSFA-AM-TV; Jack Hughes, the station's commercial manager, and Bob Villar, salesman.

STATION PEOPLE

Morgan Roberts, formerly program director, KSWO Lawton, Okla., named general manager of KCCO Lawton, which went on air May 27.

Ralph A. Petti Jr., head of commercial department, KWBY Colorado Springs, Colo., appointed station manager.

Roy Pearce, formerly account executive, KSOP Salt Lake City, to KHAS Hastings, Neb., as resident manager.

Richard Schueler, program director, WSAM Saginaw, Mich., appointed managing director of station.

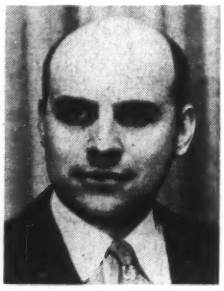
George Clare, KMOX St. Louis, promoted to director of station operations. **Mark Russell,** head of programming, to KMOX sales staff. **Bernie Fox,** sales service manager, named station coordinator.

Bazil O'Hagan, chief engineer, WICS (TV) Springfield, Ill., to WNDU-TV South Bend, Ind., in similar capacity. He also will be responsible for engineering supervision of WNDU Radio.

John Crocker, account executive, WGBS-TV Miami, Fla., to WITV (TV) there as sales manager.

C. Russell Ehresman, WEEK-AM-TV Peoria, Ill., to WOKO Albany, N. Y., as commercial manager.

Phil Sanford, WNEM-TV Bay City, Mich., appointed local sales manager. He has served with Gerity Broadcasting Co., operator of WNEM-TV, since 1949.



MR. SANFORD

Maurice McMurray of Storer Broadcasting Co. national sales office, N. Y., named national account executive for WJW-TV Cleveland. He continues in same capacity for WJBK-TV Detroit.

Alan Bautzer, creative director, WLW Cincinnati, to KYW-TV Cleveland as sales promotion director.

Keith Sherriff, salesman, WHHM Memphis, Tenn., named promotion and publicity director.

Chad Lassiter to WHHM announcing staff, replacing **John Lepley,** to KLOS Albuquerque, N. M.

Jim Buchan, sales accounting supervisor, KOA-AM-FM-TV Denver, named promotion manager, KOA-TV.

W. C. Porsow, station manager, WNAM Neenah, Wis., to WFRV-TV Green Bay, Wis., as promotion manager.

Henry V. Greene Jr., managing director of television, Forjoe Inc., N. Y., station representative, returned to WBZ-TV Boston as national spot sales service representative. He was WBZ-TV account executive from 1946 to 1951.

M. Mirven Greely, chief engineer, WISC Madison, Wis., to KHOL-TV Kearney, Neb., and satellite KHPL-TV Hayes Center, Neb., as technical director.

Robert J. Heiss, sports director and chief announcer, WTMJ-AM-TV Milwaukee, appointed assistant manager.

Wayne Muller, national sales manager, KBIG Catalina, Calif., assigned additional duties of assistant commercial manager.

Robert Vail, news editor, WCRB-AM-FM Waltham, Mass., promoted to program director succeeding **David MacNeill,** now in California. **T. Farrell Conley,** Cambridge, Mass., to WCRB news editor.

Bill Sinnott, cameraman for former DuMont Television Network, N. Y., to WTAP-TV Parkersburg, W. Va., as production coordinator.

Patrick C. Ross, U. of Michigan tv staff, to WWJ-AM-FM-TV Detroit as publicity manager.

Merritt Hadley, newsman, KFMB San Diego, Calif., named news editor and sports director.

Robert E. Gilbert, former program manager of WSUN-TV St. Petersburg, Fla., to WCKT (TV) Miami, Fla., as production manager.

Jim French, operations manager, KING Seattle, returned to disc jockey staff, replacing **Bruce Vanderhoof,** resigned.

C. C. ANDERSON Co., Lewiston, Idaho, is the first department store to sponsor a program over KLEW-TV in that community. Signing for three 15-minute shows a week on the station is Kenneth Cunnington, manager of the department store, with George Antilla, the store's advertising director, and Pete Thomas, KLEW-TV sales manager. The Anderson Co. program, *Hallock's House Party,* features fashion, beauty and homemaking tips.

NO FALL-OUT*
WITH THE COMEDY-GENERATED H-BOMB THAT'S ROCKING THE TV INDUSTRY!

*RATINGS STAY ON TOP WEEK AFTER WEEK— MONTH AFTER MONTH!

NOW IN 165 MARKETS

the LITTLE RASCALS

TV'S GREATEST DEMONSTRATION OF STAYING POWER!

NO. 1 AMONG CHILDREN in audience composition *
NO. 2 IN BALTIMORE among all multi-weekly shows *
NO. 2 IN DAYTON among all multi-weekly shows *
NO. 3 IN DES MOINES among all multi-weekly shows *
NO. 4 IN SEATTLE among all multi-weekly shows *
NO. 4 COAST-TO-COAST among non-network shows *
NO. 10 IN NEW YORK among locally originated film series *

*Pulse and **ARB, as compiled in BILLBOARD

Interstate TELEVISION CORPORATION

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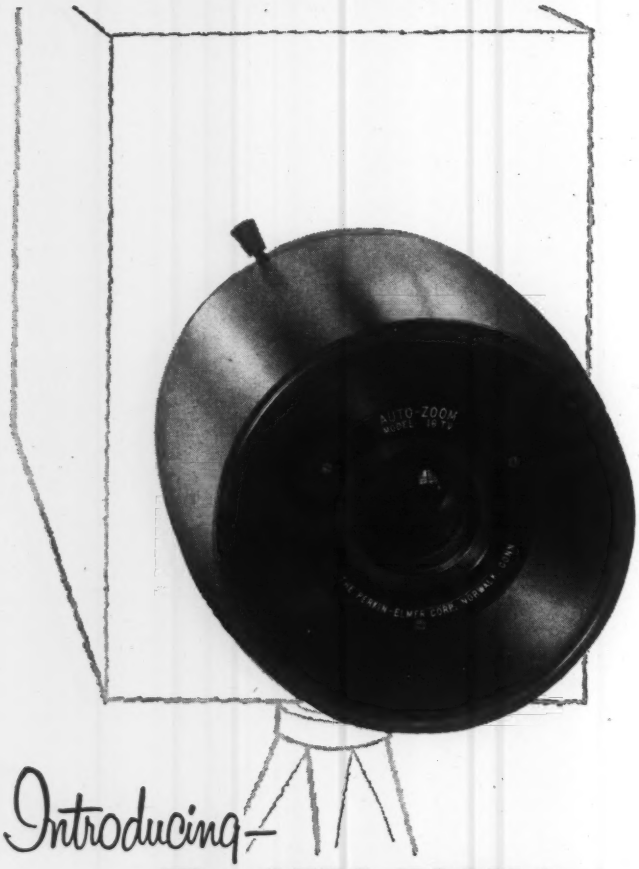


Introducing—

The AUTO-ZOOM lens . . . for Vidicon TV Cameras

- **5 to 1 Variable Focal Length (10 to 1 with a simple lens change).**
- **Completely motorized. Zoom, focus and iris remotely controlled.**
- **Fills Vidicon format. No vignetting as with standard 16mm movie lens.**

The AUTO-ZOOM TV16 is a high resolution, 5 to 1 variable focal length lens for use with Vidicon TV cameras. Its remote control, motor-driven focus and zoom permit smooth, steady tracking with sharp focus throughout the entire range. The AUTO-ZOOM lens system is fully corrected and suitable for color television work.

One Camera Does The Work Of Two — A single stationary TV camera equipped with the new AUTO-ZOOM lens can go from wide angle distance shot to telephoto close-up—smoothly, quickly, automatically . . . without loss of focus or change of lens. With AUTO-ZOOM, one camera provides the near-far coverage normally supplied by two cameras with conventional lenses.

Coupled with the new high quality Vidicon type cameras now coming on the market, the AUTO-ZOOM greatly extends the usefulness of low-cost industrial and broadcast TV equipment. The AUTO-ZOOM TV16 is a product of Perkin-Elmer, world leader in optical and electronic instrument research and development.

Ask your camera manufacturer for further information or write Perkin-Elmer for a descriptive brochure.

The AUTO-ZOOM TV16 mounts easily on any standard Vidicon television camera

Specifications

Focal Length: 5 to 1 ratio. 30mm to 150mm, standard. 60mm to 300mm with optional accessory lens.

Aperture: Maximum opening f/2.7 from 30mm to 80mm focal length. Decreases to f/4.7 at 150mm. Aperture is automatically held constant throughout range at any opening f/4.7 or smaller. Minimum opening f/11.

Resolution: Better than 500 TV lines.

Field Size: Covers the full field of the Vidicon without vignetting at the corners.

Object distance: Six feet to infinity.

Perkin-Elmer CORPORATION

NORWALK, CONNECTICUT

AGREEING to continue indefinitely the campaign of In-Sink-Erator (garbage disposers) on KLAC Los Angeles after an initial 39 weeks are (l to r) Felix Adams, KLAC commercial manager; Willard Asdahl, In-Sink-Erator vice president, and Robert Peitscher, vice president, Fulton Morrissey Co., Chicago, agency handling the account. The campaign calls for sixty 30-second announcements per week by the station's Big Five disc jockeys.

Bob Forte, assistant sports promotion manager of Miller Brewing Co., Milwaukee, and former Green Bay Packer star, to WISN Milwaukee as sports director.

Jerrold S. Harris, former editor of *Wilton* (Mass.) *Times,* to WBZ-WBZA Boston-Springfield as publicity director.

Ivan King, WBUD Trenton, N. J., to WTTM there as news editor.

W. A. Martin, promotion manager, KMBC-KFRM (FM)-KMBC-TV Kansas City, to WLCS Baton Rouge, La., as announcer and special events staffer. **Rex Jones,** disc jockey, WNOE New Orleans, to WLCS. **Bill Anthony,** KNUZ Houston, Tex., returned to WLCS as disc jockey.

Ralph Johson, Wayne Smith and **Dale Holt** to announcing staff, KFOR Lincoln, Neb.

William James Harriott, announcer, WTSP St. Petersburg, Fla., to WEAT-TV West Palm Beach.

Philip Melillo, executive producer, WMAL-TV Washington, to WCBS-TV New York public affairs department as producer of *Right Now!* local show. He replaces **Oscar Rose,** resigned.

Bob Marshall, commentator and m.c. at WGBS-TV Miami, to WBRC-TV Birmingham as m.c. of *Petticoat Party Line.*

Donald C. Dorick, producer-director, KAKE-TV Wichita, Kan., to WNHC-TV New Haven, Conn., in same capacity.

Gordon Sanders, Dallas, Tex., announcer, to KRLD-TV there. **Tom Amoury** resigned from KRLD-TV announcing staff to return to New York.

Don Kingsley, disc jockey, WVDA and WHOH, both Boston to WBMS that city.

Tom Schell, WEIR Weirton, W. Va., to announcing staff of WCPO Cincinnati.

George Hack, program director-disc jockey, WSUX Seaford, Del., to WBOC-AM-TV Salisbury, Md., as disc jockey.

Bill Ballance emceeing weekly juvenile talent show on KNXT (TV) Los Angeles.

Paul Ashley, puppeteer, has started weekly program on WABD (TV) New York.

John Doremus and **Dave Hindman,** both formerly on KVOO Tulsa announcing staff, to WKY-AM-TV Oklahoma City in same capacity.

Merlin Kennedy, writer and performer on WDSU-TV New Orleans, assigned to station's sports and special events department as writer-producer.

Patricia Muldoon, copywriter, to WOW-AM-TV Omaha as continuity director. **Del Donahoo,** WHO Des Moines, Iowa, to WOW-AM-TV announcing staff.

Tom McCarthy, WKRC Cincinnati, to WCPO there for morning show.

Archie E. Deal Jr., WIRC Hickory, N. C., to WIST Charlotte, N. C., as staff announcer.

Lorenza (Larry) Fuller, who starred in the role of "Sportin' Life" in the world touring company of *Porgy and Bess,* returned after 18 months leave of absence to WLIB New York, to conduct *Spirituals at Sundown* program (Mon.-Fri., 7-9:15 p.m. EDT).

Charly Van named featured morning disc jockey at WTKM Hartford, Wis.

The Crystalettes, duet, signed by KTLA (TV) Hollywood for *Orrin Tucker Show.*

George Storer, president, Storer Broadcasting Co., named associate member of U. of Miami chapter of Alpha Epsilon Rho, national radio-television fraternity.

Robert Hix, manager, KOA Denver, elected vice president of Denver Sales Executives' Club for scond time.

Ralph Renick, news director, WTVJ (TV) Miami, Fla., elected to board of directors of U. of Miami Alumni Assn.

Dick Bode, cameraman, KTVW (TV) Seattle, named outstanding senior in radio-tv graduating class at U. of Washington School of Communications.

Tal England, chief engineer, and **Jack McPherson,** announcer-disc jockey,WMIK Middlesboro, Ky., were graduated from Lincoln Memorial U., Harrogate, Tenn., this month. Mr. England was class salutatorian.

Al Perlmutter, special projects manager, WRCA-AM-TV New York news and special events, appointed instructor in broadcast news methods at New York U., starting with autumn semester.

Lee Taylor, announcer, WTVJ (TV) Miami, Fla., father of twin girls June 8.

Gordon Gray, assistant secretary of defense and former Secretary of Army, married to Mrs. Nancy Maguire Beebe, June 12. He is president of WSJS-AM-FM-TV Winston-Salem, N. C.

John Hall, maintenance engineer, KGO San Francisco, father of girl, Ann, June 2.

Jackie McDonald of McDonald Sisters singing trio on KTLA (TV) Hollywood, mother of girl June 5.

Bernie Carey, production manager, KING-TV Seattle, married to Sheila Musgrave.

Advertisement

From where I sit *by* Joe Marsh

Just the Facts, Ma'am!

Having a red-hot crime wave in town. Specs McGuire and Buck Hanson were caught taking money out of parking meters—*again.* I was at Police Headquarters when a nice old lady rushed in to report them.

"It was dark but I saw their faces in the flashlight beam," she said breathlessly. "You can't trust anybody these days!"

She got flustered when Chief Benson explained that Specs and Buck are *authorized* collectors—working nights after their regular jobs. "Have to get 'em uniforms," said Benson. "Third time they've been turned in!"

From where I sit, we ought to guard against accusing anyone of being "wrong" just because that's the way it looks to us. For instance, I've heard people talk against a neighbor because they didn't approve of his choice of beverage! (They liked tea, or something, while he preferred a glass of beer.) Be sure you have a case before you lay down the law.

Joe Marsh

Copyright, 1956, United States Brewers Foundation

WHTN-TV

CHANNEL 13

IT'S A SELLER'S MARKET, but we can give you the BIGGEST BUY yet!

TIME: Now, while we're still new . . . with rates set to offer low cost per impression . . . choice availabilities are still open.

PLACE: Huntington — Ashland — Charleston and Portsmouth Markets. The rich, prosperous, tri-state area of more than 1,250,000 population conservatively measured from mail responses.

SCENE: WHTN-TV with the largest transmitting antenna in the world . . . 316,000 watts of power for maximum effective coverage . . . a built-in audience of more than 200,000 sets . . . popular basic ABC network programs, outstanding local live shows and top-notch films.

ACTION: Get on our "bandwagon" and g-r-o-w with us! After only one month of maximum power, Channel 13 showed 36.8% audience increase over the first audience report.

CALL US: Huntington, West Virginia, JAckson 5-7661, or our representatives: Edward Petry & Co., Inc.

TV's New Queen CHANNEL 13 Basic ABC

B•T via air mail

see page 129

AWARDS

RAB ANNOUNCES WINNERS OF AD CONTEST

Bureau to present 30 awards in 10 categories, underscoring sales power of local radio.

RADIO'S sales power for local advertisers was underscored last week by Radio Advertising Bureau, which released the names of 30 winners—first, second and third place awards in 10 separate categories—of RAB's fourth annual "Radio Gets Results" contest.

The 10 represent the most important categories in a station's local billing, and according to Sherril Taylor, vice president and director of promotion, RAB believes "these entries comprise the most impressive group of testimonials to radio's selling power ever amassed." The individual stories will be released to RAB member stations on a continuing basis through the year.

Prizes are wall plaques to be presented to both the station and the advertiser. Also, a clock radio will be given to the person who submitted the winning entry in each category.

Winning Stations

The first, second and third place winners in each of the categories, including the local advertiser, follow:

Apparel: First prize, WWDC Washington (Kopy Kat); second prize KBIG Hollywood, Calif. (Kelly-Bilt clothes); third prize, WPEN Philadelphia (Ridgeway Stores Inc.).

Drug & Grocery Stores: First prize, WKNE Keene, N. H. (O. K. Fairbanks Supermarket); second prize, WDVA Danville, Va. (South Main Produce); third prize, KTOK Oklahoma City, Okla. (Standard Food Markets).

Automotive: First prize, WWDC Washington (Standard Pontiac); second prize, WMIK Middlesboro, Ky. (Howard Chevrolet); third prize: KBIG Hollywood, Calif. (Avalon Motors Co.).

Home Furnishings: First prize, KROW Oakland, Calif. (Jackson home furnishers); second prize, WPEN Philadelphia (Silo Discount House); third prize, KBIG Hollywood, Calif., (McMahan's Furniture Co.).

Department Stores: First prize, WRFC Athens, Ga. (Gallant-Belk Co.); second prize WHAM Rochester, N. Y. (Sibley, Lindsay & Curr Co.); third prize, WEJL Scranton, Pa. (The Globe Department Store).

Financial: First prize, WEMP, Milwaukee (The Marshall Co.); second prize, WOR New York (Bache & Co.); third prize, WJTN Jamestown, N. Y. (First National Bank of Jamestown).

Housing Materials: First prize, WMBD Peoria, Ill. (Crowley Brothers plumbing); second prize, WMIK Pineville, Ky. (Brandenburg & Gibson); third prize, KEX, Portland, Ore. (Henry Black & Co.).

Specialized Services: First prize, KXA Seattle, Wash. (Standard Radio & Record Co.); second prize, WWDC Washington (Eddie Leonard Sandwich Shops); third prize, KBIF Fresno, Calif. (Imhoff's Yardstick Yardage Store).

Jewelry: First prize, KGBC Galveston, Tex. (Zales Jewelry); second prize, WMIK Middlesboro, Ky. (Lefevers Jewelry); third prize, WKNE Keene, N. H. (Simon's Jewelers).

Miscellaneous: First prize, WHAM Rochester, N. Y. (King's Country Sausage); second prize, WMBD, Peoria, Ill. (Producers Dairy); third prize, WGBF Evansville, Ind. (Holland Custard & Ice Cream Co.).

PHILLIP MERRYMAN (r), president and general manager of WICC Bridgeport, Conn., presents to U. of Bridgeport President James H. Halsey the $1,000 Alfred I. du Pont award the station received in recognition of its outstanding public service in 1955. The fund will be administered by the university as a revolving scholarship for study in communications.

AWARD SHORTS

William Worthy, CBS News stringer who was reported to be first American newsman since 1947 to use Radio Moscow's facilities, paving way for accredited radio-tv correspondent Daniel Schorr, has become third CBS newsman to win Nieman (Harvard U.) Fellowship in three years. Other CBS staffers honored in past years include CBS News Director John F. Day and London correspondent Alexander Kendrick.

WKNB-AM-TV New Britain, Conn., cited for oustanding service by Conn. Society for Crippled Children & Adults for stations' aid to society's Easter Seal sales and for explaining how public can help handicapped.

Hulbert Taft Jr., president, WKRC-AM-FM-TV Cincinnati, received plaque from superintendent of schools for stations' "Neediest Kids of All" campaign.

KRON-TV San Francisco received award for *Faith in Action* series produced for Northern California-Nevada Council of Churches.

Paul Whiteman received gold clip and miniature golden phonograph record at party celebrating his 50 years in music. Host was Raymond Spector, agency president and board chairman of Hazel Bishop, sponsor of *Paul Whiteman Show* beginning tomorrow on NBC-TV.

Jack Stewart, news director, WADK Newport, R. I., presented with medal by Rhode Island American Legion, marking first time in 37 years state organization has made such award. Cited were Mr. Stewart's air activities as commentator and as moderator of *Open Forum of the Air.* Presentation was made at testimonial dinner held by United Veterans Council of Newport County.

James L. Howe, president of WIRA Fort Pierce, Fla., named Man of the Year by local Lions Club.

James C. Hagerty, news secretary to President Eisenhower, presented with Washington Ad Club Award of Achievement.

James G. Damon of KRCA (TV) Los Angeles, **Maurie Webster** of KNX there and **Station KHJ Los Angeles** received first annual public service awards of L. A. Office of Civil Defense.

KFKA Greeley, Colo., won first annual station award of Colo. Tuberculosis Assn. for outstanding service.

Jack Goodman, news director, KDYL-KTVT (TV) Salt Lake City, received U. of Utah Men's Press Club award for contribution to university and journalism department.

W. O. Pape, president, WALA-AM-TV Mobile, Ala., given Certificate of Appreciation by Natl. Recreation Assn. for contributions to community recreation movement.

WHLI Hempstead, L. I., cited by Nassau County League of Student Councils for service to community in presenting *Teen Town Hall,* discussion program.

Joseph V. Heffernan, NBC financial vice president, received Indiana U.'s Distinguished Alumni Service Award for "outstanding achievement . . . and significant contribution benefiting city, state and nation."

WMGM New York's *Warm Up Time* and *Sports Extra* programs cited by Northern New Jersey Local 669 of United Auto Workers (CIO-AFL) for "their contributions to goodwill and fostering the American ideal of fair sportsmanship and all-inclusive human dignity."

WNBF-AM-TV Binghamton, N. Y., awarded certificate of appreciation by N. Y. State Assn. for Crippled Children for stations' efforts in promoting Easter Seal appeal to benefit crippled children and adults of the community.

WMIK Middlesboro, Ky., received certificates of appreciation from local American Legion post and from 25th anniversary Ky. Mountain Laurel Festival.

Bill Adams, program director, WHEC-TV Rochester, N. Y., received citation from National Shut-In Assn. for cooperation through years.

Lincoln Income Life Insurance Co., Louisville, Ky., sponsor of *Victory at Sea* over WHAS-TV Louisville, given Certificate of Appreciation for Outstanding Service by U. S. Navy Recruiting Service.

William J. Ladyka, senior at U. of Detroit, and **Paul H. Toepp,** alumnus and account executive of Gillie & Beltaire Agency, received Gold Mike awards at annual luncheon of university's Broadcasting Guild.

The Lithuanian Program, broadcast Sundays on WBMS Boston, received Treasury Citation for patriotic service to Lithuanian community from Mass. Savings Bond Div. of U. S. Treasury Dept.

Susanne Sherwood, public service director, WTOP Washington, given Community Service Merit Award by D. C. Optometric Assn. for efforts on behalf of area public service organizations.

News Flashes From
WHLS
4 FULL TIME NEWSMEN
are just 4 of the many reasons why this community-minded station is number one on everyone's dial for news in . . .
PORT HURON, MICHIGAN
Represented Nationally by Gill-Perna
For Detroit — Michigan Spot Sales

EDUCATION

Educational Center Plans $200,000 Headquarters Bldg.

PLANS for the construction of a $200,000 headquarters building in Ann Arbor, Mich., by the Educational Television & Radio Center were announced last week by President H. K. Newburn. The center provides a development and program service for the nation's educational tv stations.

The L-shaped building is scheduled for occupancy Oct. 1 and will provide more than 8,500 sq. ft. of floor space. The center was established in 1952 by the Fund for Adult Education and last December [B•T, Dec. 19, 1955] received a grant of more than $6 million from the Ford Foundation for operation through 1959. Twenty-one educational stations are affiliated with the center and two others are scheduled to join in the near future.

Education Tv Workshop Set

A WORKSHOP in educational television will be offered at the U. of Detroit June 25 through July 20 under the direction of William J. Murphy, chairman of the university's Communications Arts Dept. Production techniques, program procedures and the use of photography as a production aid will be covered. Students will work in the studios of WTVS (TV), Detroit educational station, and will receive two college credits for completion of the course.

EDUCATION PEOPLE

George Sisler, public relations director, Memphis Street Railway Co., appointed publicity director of education station WKNO-TV Memphis, to go on air July 1.

David D. Limmer, recent graduate of Charles Morris Price School, to education station WHYY (FM) Philadelphia as assistant community relations director, succeeding **Hans-Werner Deeken,** resigned to join U. of Georgia, Athens. **Mrs. Elaine Freeman,** Temple U. graduate, also to WHYY community relations staff.

EDUCATION SHORTS

Warren R. Carmichael, Penn State U. agriculture student, won farm scholarship and summer job at KDKA Pittsburgh, Pa., in annual competition. Other winners of station farm scholarship were **Gary Bates,** Ohio State U., and **Clarence Spencer,** Elkview, W. Va.

Leroy Rockwell, U. of Nebraska student, named for in-service scholarship at KFAB Omaha.

WTTW (TV) Chicago, non-commercial, education station, and **Iowa State College,** Ames, have worked out joint scholarship program providing $500 scholarship and training at WTTW. David Leonard, Iowa State senior, is current scholarship holder.

Capitol Radio Engineering Institute, Washington, has prepared new illustrated, 44-page edition of *Your Future in the New World of Electronics.* Book, prepared by E. H. Rietzke, president of institute, devotes nine pages to opportunities for technically educated men. Other sections outline CREI regular curricula and home study programs. Copies are available from registrar.

WHIL Medford, Mass., has awarded $250 scholarships to Sheila Finn of Medford High School and Sara Lewin, Malden High School. Station also announced third scholarship to be awarded next year to representative of Everett High School, Everett, Mass.

GOIN' GREAT GUNS!

THE TENNESSEE ERNIE FORD SHOW

Don't know what we can say about America's Number One "Pea Picker" that hasn't already been said by his millions of loyal fans all over the country . . . except this:

The ONLY way you can get the great Tennessee Ernie Ford on radio is on the transcribed TENNESSEE ERNIE SHOW . . . and ONLY from

RADIO ZARK
ENTERPRISES, INC.
PHONE 2-4422 — SPRINGFIELD, MISSOURI

A phone call, wire or letter will bring complete information and

FREE AUDITION

EDUCATION

'Ding Dong' P-TA

FORMATION of a nationwide *Ding Dong School* Parent-Teacher Assn. was announced last week by Dr. Frances Horwich, supervisor of children's programs for NBC and creator-star of *Ding Dong School* (NBC-TV, Mon.-Fri., 10-10:30 a.m. EDT). During the last five minutes of her program, Dr. Horwich customarily talks to parents. Membership is open to anyone who works or lives with children. Members will receive a monthly news bulletin, entitled "From Miss Frances' Desk," which will contain a variety of features of interest to children and parents. NBC-TV said it is expected that at least one PTA group will be organized in each of the 109 cities in the U. S. in which *Ding Dong School* is telecast.

WJZM Clarksville, Tenn., gave scholarship at U. of Tennessee to Lurton Lyle, Slayden, Tenn. Award represents first of annual presentations to be made to Montgomery County High School students by WJZM.

WKNO-TV Memphis, Tenn., announces Memphis State College and U. of Tennessee as first institutions to offer college credit courses on new education station planning to go on air July 1. Other institutions are expected to follow.

KFAB Omaha has given scholarships to U. of Nebraska College of Agriculture to top boy and girl 4-H speakers in station's 14th annual public speaking contest. Winners were David Spence, Gage County, and Marilyn Mendenhall, Cass County.

WBNS-TV Columbus, Ohio, has presented $1,000 Thomas Alva Edison Foundation Award to Ronald F. Caldwell, 18, of Caldwell, Ohio, for his high scholastic average and participation in extra-curricular school affairs. The scholarship, to be used for Mr. Caldwell's college education, is part of the Edison Foundation Award to WBNS-TV last December as "television station that best served youth in its community in 1955."

Marketing Research Councils has named twelve college students winners in third annual competition. Eight winners were given cash awards, ranging from $25-100 and four were awarded certificates of honorable mention. Winners were chosen on basis of papers submitted on various phases of market research.

INTERNATIONAL

CBC COMMERCIAL POLICY UNECONOMICAL, ADVERTISERS' BRIEF TELLS COMMISSION

ACA says that advertising costs in Canadian tv are more than twice as high as U. S. charges and cost of live production does not justify return. Toronto labor unions support present programming.

THE COST of producing live television shows in Canada is not yet justified by the commercial return, the Assn. of Canadian Advertisers said in a brief presented to the Royal Commission on Broadcasting during its Toronto sittings early in June.

The association, representing 169 national advertisers, reported that proportionate advertising costs in Canadian tv were more than twice as high as in the U. S., and in most cases were higher than comparable figures for other media. Representative total cost per 1,000 homes reached per commercial minute for a nighttime tv network program was approximately $2.50-$3.00 for the U. S., $5.00-$8.50 for English-speaking Canada, and $7.00-$15.00 for French-speaking Canada, it said.

At the same time, complained the ACA, many advertisers cannot get national network time at suitable hours, or in the best markets at all. Advertisers were also placed at a disadvantage by Canadian Broadcasting Corp. policy, which demands that to secure network discounts, all the network must be taken. With no list of supplementary stations which the advertiser can take and pay for at his option, sponsors find themselves paying to reach audiences they do not want to reach, or spending money they could use more effectively in other media.

The ACA noted that the CBC has attempted to offset high prices by offering substantial network discounts and by offering separate but related inducements to individual advertisers. On the other hand, it continued, the CBC refuses to disclose its costs, denies the advertiser or agency an effective voice in the production or personnel of shows and rejects financial advantages to be gained by competition.

"In the result," commented the ACA, "the advertiser has no assurance that he is getting what he is paying for and is restricted to supporting only that talent which is recruited by the CBC. The development of Canadian television has proceeded on the topsy-turvy principle that trade and commerce, which are the center of our national economy, should be the one peril from which our national television broadcasting should be protected."

The ACA also complained that:

1. CBC tv monopolies in major centers such as Halifax, Quebec, Montreal, Ottawa, Toronto, Winnipeg, Regina, Calgary, Edmonton and Vancouver are inadequate to meet the demand for tv advertising.

2. There is insufficient control by agencies over the production of live commercials for which they are responsible.

3. Lack of definite regulations covering the content of tv programs and commercials is confusing to both advertisers and agencies.

4. Agencies and advertisers are unable properly to estimate costs and conform to budgets because of delays in obtaining accurate cost estimates from the CBC. In many cases, the brief charged, final corrected billings were over six months late.

In another brief to the commission, the Toronto Musicians' Assn. urged that private Canadian tv and radio stations be required to devote at least 5% of their gross revenue to the employment of Canadian talent. At present, such stations do not do enough to encourage native talent, it stated.

Protest Free Music

The musicians expressed concern over the CBC policy of providing, without charge, thousands of hours of program material to private stations, on a network and non-network basis, which failed to employ local musicians. The CBC policy, it suggested, constituted a breach of contract.

CBC programming was supported in a brief from two federations of Toronto labor unions, urging that any new tv outlets in the Toronto area be operated by the CBC. The labor federations (Toronto & District Trade & Labor Council and the Toronto & Lakeshore Labor Council) criticized, however, the lack of adequate public relations in the CBC organization.

The U. of Toronto urged that more CBC time be allotted universities to carry out adult education programs. Adequate time, it suggested, would be from half an hour to five hours per week for each Canadian university during the six-month academic session.

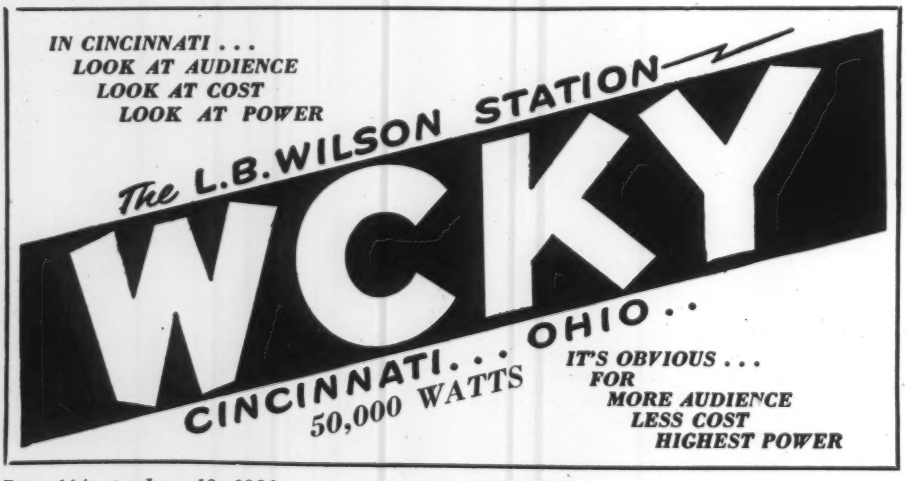
The Canadian Wire Service Guild, representing CBC newsroom employes, favored extension of CBC news-gathering facilities abroad, both for radio and tv.

The Canadian Mental Health Assn. charged that some tv programs drive viewers to doctors for mental treatment. It said that psychiatry is frequently misinterpreted in tv dramas and that some programs seem "to capitalize on the public's fascination with the evil, morbid and twisted patterns of psychopathic behavior." Following such programs, it said, clinics report an increase in calls from patients who have been disturbed and made worse by the programs.

SPONSOR PRESSURE NIL, ROYAL COMMISSION FINDS

Chairman Fowler answers to complaint of Canadian temperence group. Cooke renews offer to pioneer color tv.

THE Royal Commission on Broadcasting, after six weeks of investigating Canada's radio and television industry, has found no evidence of pressure by sponsors on Canadian broadcasters. Commission Chairman R. M. Fowler made this statement during the commission's Toronto



sittings in early June, in answer to a warning by the Canadian Temperance Federation that such pressures might exist.

The temperance group had charged that lobbyists in Hollywood attempt to have the brand name on a bottle shown when drinking scenes were filmed, and warned that similar efforts might be made in Canadian radio and tv. James Stewart, another member of the three-man commission, reported that a number of private stations, as well as the Canadian Broadcasting Corp., have given assurance that no sponsor is allowed to influence any program.

Jack Kent Cooke, owner of CKEY Toronto, renewed an offer first made in 1953 to pioneer color tv in Canada on a private basis. Mr. Cooke, who has been unsuccessfully applying for a Toronto tv license since 1948, urged licensing of private tv stations wherever channels are available and called for the lifting of all but technical restrictions on private operators. A "big brother" broadcasting fabric, under which the people are given what certain bureaucrats conceive they should have rather than what the people demonstrate they want, is alien to our democratic way of life, he said.

Margaret Fletcher of the U. of Toronto's Institute of Child Study told the commission that pre-school youngsters are confused by programs for older children. She urged that standards of children's programs be evaluated by experts in the field of early childhood as well as by production experts and that timing of programs be given consideration in relation to daily routines observed in the average home.

The Labor Progressive (Communist) Party condemned the influx of CBC and private tv stations of U. S.-produced programs which "degrade culture" and "aim to cultivate in the minds of Canadians the false idea of American superiority."

At the conclusion of the Toronto sittings, Mr. Fowler announced that the commission would not sit again in Toronto in the fall, as originally planned, as it had been able to deal with all Toronto briefs. Any other Toronto representations will be heard in Montreal.

UN Paris Meet Draws 40

MORE than 40 delegates from countries throughout the world are attending a UNESCO meeting in Paris, starting last Wednesday and running through June 20, for the purpose of stimulating development of television as a medium for promotion of international understanding among producers and distributors in television and film organizations.

Representatives from the U. S. include James Nelson, manager of programming for NBC-TV's *Project 20* series; Maurice Mitchell, president of Encyclopaedia Britannica Films; Frederick Long, program manager of the U. S. Information Agency, and Richard Brenner Hull, former director of radio-tv for Iowa State College who will join Ohio State in November (see separate story).

HOWARD E. STARK
BROKERS and FINANCIAL CONSULTANTS
RADIO and TELEVISION STATIONS
50 EAST 58th STREET EL 5-0405
NEW YORK 22, N. Y.
All Inquiries Confidential

6 Radio, 2 Tv Requests Go Before CBC Governors

APPLICATIONS to establish six new radio and two new tv stations in Canada come before the CBC Board of Governors June 22.

Am applications are from G. W. H. Millican for a 5 kw station on 910 kc at Calgary, Alta.; A. J. Messner, 1 kw on 1410 kc at St. James, Man.; K. R. Kelly, 1 kw daytime on 1540 kc at Burlington, Ont.; G. W. Burnett, 500 w daytime on 1470 kc at Welland, Ont.; Radio Gravelbourg Ltd., 250 w nighttime at Gravelbourg, Sask., and fm application from E. J. Pigott, for 282 w on 98.1 mc at Toronto (a similar application by Mr. Pigott was turned down in February).

Tv applications are from Northern Radio-Radio Nord Inc., for ch. 4 at Rouyn, Que., with 50 kw video and 12.5 kw audio, and from Norman Roebuck, for ch. 3 at Yorkton, Sask., with 11.1 kw video and 5.55 kw audio.

Canadian Newspaper Chain Seeks Multiple Ownership

TWICE REFUSED the right to purchase radio and tv stations, Southam Co. Ltd., Canadian newspaper chain, has presented a brief to the Royal Commission on Broadcasting asking for relaxation of regulations barring multiple ownership of radio-tv stations. The brief stated that "under the present Canadian Broadcasting Corp. regulation, anyone who has, by successfully operating a radio or television broadcasting station, proved his ability in this field of mass communication, is automatically penalized by his very success. This is illogical."

Southam Co. owns CJCA Edmonton, Alta., and part of CKOY Ottawa, Ont. A year ago the company was refused permission to purchase CKNW New Westminister, B. C., but this year was able to buy 40% in a syndicate which bought CKNW.

Salzman Uses Italian Studio

A FOUR-STAGE film studio in Italy has been acquired by Harry Salzman, tv film and feature picture producer, on a long-term basis for the production of television and theatrical films. Mr. Saltzman, who was in New York last week, revealed that the Pisorno Studios in Tirrenia, Italy, is the production site for *Captain Gallant of the Foreign Legion*. The film series, released through Television Programs of America, will be shown next season on NBC-TV under the sponsorship of H. J. Heinz Co., starting Sept. 16.

Grey Cup Sponsorship Set

MOLSON'S BREWERY has secured tv rights to the Canadian championship Grey Cup football game in Toronto Nov. 24 but because of regulations throughout the rest of the Dominion barring beer advertising, will sponsor the game only in Quebec Province. General Motors has purchased from Molson's the rights for the remaining provinces. Last year's championship game was seen by four million viewers, claimed to be the largest audience ever for Canadian television.

CHUB Requests 1130 Kc

CHUB Nanaimo, B. C., will apply for 1130 kc to be relinquished by the government in October. Station manager Chuck Rudd also will seek an increase from 1 kw to 10 kw, which would allow CHUB to serve Vancouver Island.

Bea Johnson, Director of Women's Activities for KMBC-KFRM and one of the best-known woman broadcasters in America. Her "Happy Home" is a "must" with both housewives and advertisers.

LISTEN the New Sound of

KMBC-KFRM

The big news in Kansas City radio is the New Sound on KMBC-KFRM! By completely overhauling old programming concepts, KMBC-KFRM have introduced a new type of radio service that's tailored to today's audience demands. New variety, new personalities, new formats, new impact —they're all woven into every hour of every broadcast day. This inspired local programming, combined with the best from the ABC Network, produces radio that sells as it serves! Your Peters, Griffin, Woodward, Inc. Colonel can tune you in on the New Selling Sound of KMBC-KFRM.

KMBC of Kansas City
KFRM for the State of Kansas
1st in the Heart of America

BMI

BOOK PARADE

America's Most Widely Listened-to Book Program
In Current Release

THESE BOOKS:

"Perelman's Home Companion"—S. J. Perelman
"The Edge of the Sea"—Rachel Carson
"Abe Lincoln: Log Cabin to White House"—Sterling North
"H.M.S. Ulysses"—Alastair MacLean
"Vigilante Justice"—Alan Valentine
"The Complete Nonsense of Edward Lear"
"Winesburg, Ohio"—Sherwood Anderson
"House Party"—Virginia Rowans
"Boon Island"—Kenneth Roberts
"Officers and Gentlemen"—Evelyn Waugh

THESE REVIEWERS:

Richard Armour; Paul Flowers; Ralph G. Newman; Kenneth M. Dodson; Robert O. Foote; William Jay Smith; August Derleth; Rosemary Taylor; Alice Dixon Bond; Bruce Marshall.

BROADCAST MUSIC, INC.
589 FIFTH AVE., NEW YORK 17, N.Y.
NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

Welcome Guests in 534,000 Homes in Western New York State*

* Plus a bonus of 559,000 Canadian Homes

WGR-TV
BUFFALO

National Representatives
PETERS, GRIFFIN, WOODWARD, INC.

Your advertising message on

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is aired to 1,300,000 people in our 25,000 square mile coverage area.

EBI per capita $1646

CBS FOR THE

WHBF AM TV

ROCK ISLAND, ILLINOIS

REPRESENTED BY AVERY-KNODEL

PROGRAMS & PROMOTIONS

'WIDE, WIDE WORLD' EXPANDS

LIVE tv coverage will reach north as far as Nova Scotia and as far south as Mexico City next fall via the roving cameras of NBC-TV's *Wide, Wide World* program, according to Barry Wood, NBC's special events director and executive producer of the program. Also on the agenda, says Mr. Wood, are kinescopes of a European swing, including Paris, Rome, London and other major capitals "just to show what can be done someday." The European program will have diverse pickings, for example, the changing of the guard at Buckingham Palace, a Papal blessing in Rome, the Louvre in Paris, skiing in the Alps and a tulip festival in Holland. Mr. Wood also observed: "We may tackle the whole U.S.A. in two shows—divide the country into 24 states for each and let everybody see what his fellow-countrymen are doing on a given Sunday afternoon."

NBC-TV FOOTBALL SPECTACULAR

NBC-TV tentatively plans to present a special program in honor of football on Sunday, Sept. 9 (7:30-9 p.m. EDT) as part of its regular Sunday night spectacular programming. The salute to football, similar to the one NBC-TV carried in honor of baseball this spring, will originate in the Los Angeles Coliseum, with a cast including comedians Andy Griffith and Don Adams, actress Jane Russell and her husband, Bob Waterfield, former professional football player.

GOLD TO OFFER 'LUCKY MILEAGE'

FEATURE package "Lucky Mileage," prize format developed by Mike Gold Agency, Los Angeles, is to be offered stations and sponsors nationally this summer following its current 13-week test on KPOP Los Angeles by Cromwell Oil Co. and 100 Golden Eagle service stations in Southern California. Cromwell is promoting its oil additive X-3. In a saturation spot campaign directed to the auto radio audience, the announcer reads three numbers and the motorist whose mileage meter has the corresponding last three digits can win a certificate for 10 gallons of gas by appearing at an Eagle service station within one hour. A five-mile leeway on meter is allowed. "Lucky Mileage" is copyrighted and cleared with lottery laws, the agency says.

WKZO-AM-TV BACK KIDS' DERBY

WKZO-AM-TV Kalamazoo is cooperating with Chevrolet Div. of General Motors Corp. for the third consecutive year on the annual Soap Box Derby for young boys in that city July 14, with winners to compete in the All-American Soap Box Derby finals in Akron (Ohio) Aug. 12. As part of the promotion, the Kalamazoo Optimist Club is presenting *Soap Box Derby Workshop* on WKZO-TV every Monday for youngsters in Western Michigan area. Bill DeDoes serves as emcee and Neil Schoenhals as race inspector, both offering interpretations of various rules and regulations.

WNYC SUPPORTS FASHION BID

NEW YORK-owned WNYC-AM-FM will carry a special program Wednesday (4-4:55 p.m. EDT) in connection with the dedication of temporary headquarters in New York for the Mayor's Committee for World Fashion Center. The committee has been set up to promote New York City as an international fashion leader. A special feature of the WNYC program will be a commentary of latest fashions, all of New York origin, by fashion expert Eleanor Lambert.

'OUT OF YOUR MIND' ON WBBM

BEST-KNOWN works of famous writers, poets and playwrights as read by noted actors and actresses form the basis for new institutionally-sponsored series by Local Loan Co. on WBBM Chicago. Titled *Out of Your Mind*, the show delves into topics with the "What-makes-us-tick?" theme as performed by such personalities as Tyrone Power and Alfred Drake and announced by Hal Stark, WBBM personality. The opening program covered questions of why people are disturbed by violent thunderstorms, eyesight, the "seeds of suicide" and others. Script is written by Laurence Arnold, and the program is produced by Pat Weaver and aired Sunday, 4:30-5 p.m.

EDDY ARNOLD TAKES NEW TIME

ABC-TV's *The Eddy Arnold Show* moves to a new day and time period, effective June 27, when it will be carried on Wednesday, 9:30-10 p.m. EDT. The program currently is carried on Thursday, 8-8:30 p.m. EDT.

ROLLING STUDIOS FOR WHLI

TWO converted Volkswagen buses, equipped as mobile units, have been purchased by WHLI Hempstead, N. Y., for use on remotes and as "rolling studios" in the production of regular programs. Each has two turntables, a rack-mounted tape recorder, a portable tape recorder, a sampling of the station's music library, a public address system and a portable power supply.

'MR. WIZARD' MOVES UP

NBC-TV's science children's show, *Mr. Wizard*, this Saturday moves from 5:30-6 p.m. to 12:30-1 p.m. EDT, and will feature several kinescopes of this past season during the summer months.

WHEC-AM-TV HERALD 125 YEARS

AN ACCUMULATION of 125 years of wealth —material and cultural—was featured in a WHEC-AM-TV Rochester, N. Y., June 3 simulcast, *The Cavalcade of Music*, celebrating the Rochester Savings Bank's 125th anniversary. Adding to the special show's opulence was a diamond display, with music for the program provided by the bank's own orchestra.

HER FIRST OFFICIAL ACT

SHERLEE BARRISH, previously with National Telefilm Assoc., N. Y., has joined the sales staff of Official Films, N. Y., and currently is visiting 60 stations throughout country, driving sports car brazoned "Our Little Sherlee." and concentrating her efforts on Official's *My Little Margie* series.

'QUEEN' EXPANDS ON NBC-TV

NBC-TV's *Queen for a Day* (Mon.-Fri., 4:30-5 p.m. EDT), moves to a new time spot and expands to 45 minutes on July 2 (Mon.-Fri., 4-4:45 p.m. EDT).

5,000 WATTS Day and Night

WESTERN MICHIGAN'S
WKNK
MUSKEGON, MICHIGAN

LOW RATES
ASK HIL F. BEST

WRCA-TV COLORCASTS PICTURES

IN order to promote colorviewing in the New York metropolitan area, WRCA-TV yesterday (Sunday) was scheduled to place over $1 million of art treasures before its color cameras in a 30-minute program, entitled *The Eye Listens.* The one-shot show, written by David Crownover of the Philadelphia Museum and Jim Elson of WRCA-TV, and narrated by Roger Tuttle, was to feature masterworks by Manet, Pissarro, Renoir, Saracini, Carot, Degas and others, while background music was to be "provided by" Mozart, Ravel and Massenet. All paintings were on loan from New York's Wildenstein Galleries.

WICC GREETS ROAD TRAFFIC

WICC Bridgeport, Conn., served as official greeter to motorists driving through the Greenwich, Conn., gate of the Merritt Parkway when the new Information Center at the gate was opened officially by the Connecticut State Dept. Commission and Vacation Advisory Board. Motorists stopping at the center were given WICC cards, listing the station's daily schedule of newscasts, traffic reports, weather forecasts and sportscasts.

WBZ-TV SUMMARIZES THEME

WBZ-TV Boston has launched a summer-time promotion campaign, encompassing audience, sales and personnel, designed to call attention to the importance and value of television during hot weather months. The campaign is built around a new station slogan—"Summertimed With You in Mind"—and includes jingles, outdoor advertising, and contests for viewers and for station personnel.

WROW INTRODUCES MANAGER

ADVERTISERS and agency heads of the Albany, N. Y., area convened at The Sheraton Ten Eyck Hotel in Albany on June 4 to be introduced to George Perkins, new station manager of WROW Albany. He joined WROW from WHDH Boston where he was program manager. Mr. Perkins reported at the luncheon on WROW's radio audience, while other executives of Hudson Valley Broadcasting Co. similarly reported on the operation of WCDA (TV) Albany and satellite WCDB (TV) Hagaman, N. Y. Speakers included General Manager Thomas S. Murphy and William J. Lewis, sales manager for WCDA and WCDB.

"My problem is how can I listen to KRIZ Phoenix twenty-four hours a day?"

ROUNDTABLE TALK

TWO executives of Westinghouse's KEX Portland, Ore., General Manager Herbert Bachman and Sales Manager Robert Rudolph, held a sales conference with staff members of Peters, Griffin, Woodward, the station's representative in New York, via long distance telephone. The conference was held to give the New York salesmen information on a new KEX show.

A small loudspeaker made it possible for the New York audience, including WBC President Alexander W. Dannenbaum Jr., to hear what the men in Portland had to say. Also, a microphone built into the phone enabled them to ask questions of the KEX executives.

PLOUGH EXTENDS MUSIC-NEWS

PLOUGH Inc., recently active in purchasing broadcast properties, has extended what it claims to be a highly successful music-and-news program concept from its WMPS Memphis to WJJD Chicago. The format is described by Harold R. Krelstein, president and general manager of WMPS, and Fred Harm, general manager of WJJD, as a basic departure in music-news programming, with emphasis on precision production.

WJJD, which Plough Inc. purchased nearly three years ago, put the format into operation yesterday (Sunday) after realigning its staff and retaining four disc jockeys as staff members.

The innovation, introduced on WMPS Sept. 12, 1955, raised the station's ratings and showed tangible advertising results within four months, backing up Mr. Krelstein's belief that music and news are "the weaknesses of tv and the strength of radio."

'YOU ARE THERE' REALLY

CBS-TV's *You Are There* which has been transporting tv audiences back as far as 1,000 B.C. goes "modern" July 1 (Sun., 6:30-7 p.m. EDT) as it sends its reporters to cover the current Cypriot crisis touching Greece, Cyprus, Turkey and Great Britain. Host Walter Cronkite will be joined by Chief European Correspondent Howard K. Smith in describing the diplomatic and military phases of the struggle for Cypriot independence. *You Are There* is sponsored by The Prudential Insurance Co. of America, through Calkins & Holden Inc., New York.

NAVY CONGRATULATES SARNOFF

ADM. ARLEIGH BURKE, chief of naval operations, U.S.N., last week sent a message of congratulations to Robert W. Sarnoff, president of NBC, for NBC-TV's presentation on May 27 of *Antartica: Third World—The Race Against Night.* Mr. Sarnoff replied expressing the hope that the network can arrange with the Navy for further coverage of "Operation Deepfreeze."

WMCA CIVIL LIBERTIES REPORT

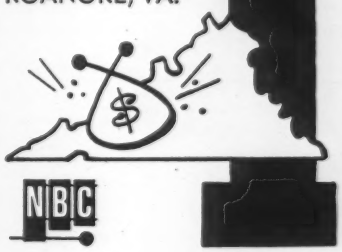
CIVIL LIBERTIES will be spotlighted on radio tonight (Monday) when WMCA New York presents the first in a weekly 15-minute series of testimony before the Senate Subcommittee on Constitutional Rights. The series, excerpted from more than 200 hours of subcommittee hearings, was produced for WMCA "exclusively" by the Fund for the Republic. New Yorkers catching the series will hear witnesses called before Sen. Thomas C. Hennings (D-Mo.) and his colleagues on the committee, defining areas of infringement on civil rights.

the station that made ROANOKE

VIRGINIA'S NO. 1 TV MARKET

73.2% station share of sets... (ARB)

WSLS-TV
CHANNEL 10
ROANOKE, VA.



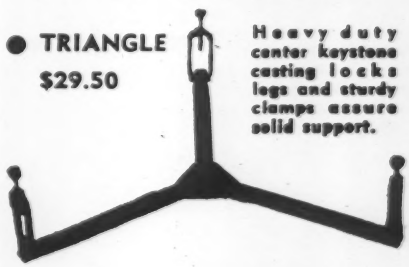
NBC

Represented Nationally—Avery-Knodel, Inc.

CAMART
TV TRIPOD SUPPORTS

● TRIANGLE
$29.50

Heavy duty center keystone casting locks legs and sturdy clamps assure solid support.



● CAR-TOP CLAMPS

Insure a steady tripod support for your newsreel camera when atop a station wagon or car platform. Heavy bronze construction. Weatherproof.

Set of three: $28.00

THE CAMERA • MART INC.
1345 Broadway, near 60th Street
New York 23, N. Y. • Circle 6-0930
Cable Address - CAMERAMART

'TOUR-AIDE' BIG HELP TO ALL

"TOUR-AIDE," a promotion conceived by KJAN Atlantic, Iowa, to conquer the summer slump, has helped the station achieve billings as big as last December's.

The extensive but inexpensive Sunday plan grew out of a routine sales call on a small cafe owner. The client said he'd buy time on condition that KJAN persuade Sunday motorists to stop by his cafe. The idea was worked out by Robin A. Morrow, president of KJAN, taken to a sales meeting, with the result that KJAN now is sending tourists into cafes, dairy bars, motels and other businesses along Highway Six every Sunday.

With all Sunday afternoon from 1:30 to 6 p.m. devoted to Tour-Aide programming, KJAN set up refreshment booths at two ends of Highway Six, embracing nine Iowa communities. Billboards point the way to KJAN booths and tourists who stop are served free Cokes and ice cream by pretty Iowa girls. They also are given maps which point out Tour-Aide sponsor locations along the way and KJAN's location on the radio dial.

Courteous and careful drivers are spotted from the booths, their licenses phoned to the disc jockey on duty and they are notified on the air to pick up prizes (10 gallons of gas, steak dinner, sun glasses) at the donor's place of business on Highway Six. With swimming pools, drive-ins and service stations airing the show over public address systems, Tour-Aide sets the Sunday afternoon mood on Highway Six.

Sponsors, now numbering 56, buy into the show on a firm four-month basis. The fee covers one Sunday afternoon commercial, plus mentions throughout the show as prize locations are called. KJAN promotes the show daily on the air, furnishes maps and booth personnel, with local bottlers and dairies providing booth refreshments and sponsors giving prizes, all adding up to negligible extra cost for the station.

Tour-Aide has attracted mail from 11 states and several Chambers of Commerce.

MORT ABRAHAMS TO SHOWCASE

MORT ABRAHAMS, producer this past season of *General Electric Theatre, Star Stage* and other programs, has been signed by Showcase Productions Inc. as executive producer on NBC-TV's *Producers' Showcase,* effective this fall. Showcase Productions packages *Showcase* as well as the *Goodyear-Alcoa Tv Playhouse.* Mr. Abrahams said that he will launch "an intensive search" for original musical properties and other dramatic vehicles which "will recreate the brand of excitement viewers felt when the first spectaculars went on the air."

DOGS HAVE DAY ON WTTW (TV)

WTTW (TV) Chicago, non-commercial, educational station hasn't gone to the dogs but is asking them to come to the station. In preparation for a 12-week obedience training course on its *Totem Pole* children's program starting June 26, WTTW is auditioning dogs of all "shapes, sizes and class distinctions" for possible appearances on the program. Six dogs will be selected each week to participate with their young training masters on the program, to be aired Tuesdays, 4:30-5 p.m., with Oscar Franzen, dog trainer.

ABC-TV SPORT SHOW READY

PREMIERE of *Greatest Sport Thrills,* series of filmed highlights of the past year's great U. S. athletic events, is set for this Thursday, 9:30-10 p.m. EDT on ABC-TV.

NBC-TV OLYMPIC SHOW SET

NBC-TV will cover the Olympic finals of the U. S. track and field team in Los Angeles June 30, 5-7 p.m. EDT. Top three finishers in each event will represent the U. S. in the Olympic Games at Melbourne, Australia, in November.

NO REST FOR WGR-TV STAFF

WGR-TV Buffalo, N. Y., was able to provide viewers with speedy, on-the-spot coverage of a rockslide which wrecked part of the Niagara Mohawk Power Corp.'s Schoellkopf power station on June 8, largely because producer-director Al Cooper was one of the eyewitnesses. Immediately after the rockslide began at 5 p.m. EDT, Mr. Cooper searched for—and found—a man who had a film camera and knew how to use it. The film was taken and was rushed to WGR-TV's studios in time for the station's 6:30 p.m. news program. The station later provided additional film coverage from footage shot by its own staffers.

NEGOTIATIONS • FINANCING • APPRAISALS

BLACKBURN-HAMILTON COMPANY

RADIO • TV • NEWSPAPER

WASHINGTON, D. C.
James W. Blackburn
Jack V. Harvey
Washington Bldg.
Sterling 3-4341-2

CHICAGO
Ray V. Hamilton
Tribune Tower
Delaware 7-2755-6

ATLANTA
Clifford B. Marshall
Healey Bldg.
Jackson 5-1576-7

SAN FRANCISCO
William T. Stubblefield
W. R. Twining
111 Sutter St.
Exbrook 2-5671-2

NATION-WIDE SERVICE

PRINT CAMPAIGN BY WTOP

WTOP Washington is running a series of five full-page public service ads in behalf of U. S. Armed Forces recruiting programs. Object: to "encourage public service-conscious companies to help balance the Armed Forces recruiting programs by the use of newspaper advertising because of the lack of public service advertising support by the large metropolitan newspapers on behalf of the Armed Forces." Each ad in the series, conceived as an extension of WTOP's public service air activity, carries a testimonial by a station personality who served in the branch of service being promoted.

COLUMNIST LIKES WOKO SHOW

RECOMMENDED for both "rounds" and "squares" by a disc-jockey-weary *Albany* (N.Y.) *Times-Union* columnist is the *Player Piano Playhouse* Saturday night show on WOKO Albany. Edgar S. Van Olinda, a columnist who misses the parlor instrument of yesteryear, happened to hear the show—conducted by player piano hobbyist Bee Burger—and devoted an entire column to it. WOKO's program department says this is the first time in recent years that a local show has rated so much newspaper space.

WTTV (TV) GOES TO COLLEGE

THE cameras of WTTV (TV) Bloomington-Indianapolis enabled an unprecedented number of Indianans to see graduates, post-grads and honorees of Purdue and Indiana Universities step up for their sheepskins this spring. Using its microwave remote facilities, WTTV was able June 3 to televise a portion of the Purdue graduation ceremonies for the first time in university history. Indiana U. degrees were awarded before WTTV cameras June 11. WTTV and the institutions made the decision to televise because growing numbers of graduates make it all but impossible for everyone to see the ceremonies. Sponsor of both telecasts was Eli Lilly & Co.

WFMY-TV ACTS ON SURVEY

"WE asked you . . you told us . . . here it is . . .*" reads the cover of the latest agency mailer from WFMY-TV Greensboro, N. C. The asterisk refers readers to a B•T article, "What Do Agencies Want Stations to Tell Them" (Feb. 6) covering a survey by WFMY-TV. Based on agency response, the WFMY-TV market brochure now carries figures on population, families, effective buying income, retail sales broken down into six categories and gross farm income, all plus the station coverage map. Back cover of the market piece carries a subtitle, "the compendious* WFMY-TV story," with compendious* defined as "*a brief, clean-cut statement of essential facts."

ONTARIO AMS SHARE NEWS

NINE Ontario radio stations have started a co-operative taped news service in conjunction with Broadcast News Ltd., Toronto. Spot newscasts of interest to other stations are recorded by participating stations and sent on three regular daily transmissions to the other stations. No tape is sent to another station in the same city as the one originating the newscast. In the group on the "*Tapex*" circuit are CKOC and CHML Hamilton, CFPL London, CKVL Verdun, CJAD and CFCF Montreal, CFRA Ottawa, CKWS and CKLC Kingston.

HERB PLAMBECK (l), farm director of WHO-AM-TV Des Moines, Iowa, and Ilea Emilionov, leader of a five-man Russian agricultural delegation visiting America's major farm areas, discuss a model of a modern U. S. tractor on *Tv-RFD*. Mr. Plambeck was in the U. S. delegation that toured Soviet farms last year.

'WEEKDAY' COUNTS PEN PALS

TWO examples of audience responsiveness to NBC Radio's *Weekday* program were cited last week by the network. It reported that more than 71,000 letters were received after Mike Wallace and Virginia Graham asked listeners during National Radio Week (May 13-19): "Who are you and what are you doing at this moment?" Portable radios were offered for the best 15 letters. Another example of *Weekdays* audience-pulling power: Knox gelatine, sponsor of the "Daily Dieters" feature on the program, received 51,733 requests for its instruction booklets for weight-conscious women. In both cases, NBC Radio said, letters are still coming in.

RADIO FOR SICK LISTENERS

CKEN Windsor, N. S., and CFAB Kentville, N. S., air a program weekly to hospital patients in their area. Production of the program is handled by students of Acadia University, who are paid for their work in the form of bursaries. The program, *Acadia Hospital Hour*, consists of music, interviews, talks on economics, quiz shows and light chatter. Hospital patients send in questions to stump the university faculty members.

CHAB TRIES THRIFTY PROMOTION

CHAB Moose Jaw, Sask., has distributed to advertisers miniature western Canadian grain elevators which can be used as savings banks. A green ribbon streamer tells the advertiser that there is lots of money in Saskatchewan grain elevators and that the way to it is CHAB.

'MYSTERY' BOX

LOCKED strong box, lollypops and tea bags were promotion devices sent to the trade by KHJ-TV Los Angeles to announce features of new program series on the Don Lee outlet. Key to the strong box, sent later, unlocked mystery highlights of Louis Quinn's weekday afternoon variety series, *Quinn's Corner*, while the lollypops signalled start of new kid cartoon host, "Fireman Joe." Tea bags symbolized tea time for the ladies with Charles Lind, new host on Sunday-through-Friday early afternoon *Million Dollar Movie Matinee*.

Station Authorizations, Applications

(As Compiled by B • T)

June 7 through June 13

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

Cp—construction permit. DA—directional antenna. ERP—effective radiated power. vhf—very high frequency, uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw kilowatts. w—watts, mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorizations. SSA—special service authorization. STA—special temporary authorization.

Am-Fm Summary Through June 13

	On Air	Licensed	Cps	Appls. Pending	In Hearing
Am	2,864	3,019	234	280	115
Fm	519	549	45	11	0

FCC Commercial Station Authorizations
As of May 31, 1956 *

	Am	Fm	Tv
Licensed (all on air)	2,858	519	180
Cps on air	32	13	315
Cps not on air	118	15	112
Total authorized	3,008	547	607
Applications in hearing	168	2	125
New station requests	273	6	41
New station bids in hearing	110	0	92
Facilities change requests	144	7	25
Total applicants pending	897	59	298
Licenses deleted in May	0	2	0
Cps deleted in May	0	1	1

*** Based on official FCC monthly reports. These are not always exactly current since the FCC must await formal notifications of stations going on the air, ceasing operations, surrendering licenses or grants, etc. These figures do not include noncommercial, educational fm and tv stations. For current status of am and fm stations see "Am-Fm Summary," above, and for tv stations see "Tv Summary," next column.**

Tv Summary Through June 13

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial	358	93	451[1]
Noncom. Educational	15	5	20[2]

Grants since July 11, 1952:

(When FCC began processing applications after tv freeze)

	Vhf	Uhf	Total
Commercial	320	312	632[3]
Noncom. Educational	21	19	41[2]

Applications filed since April 14, 1952:

(When FCC ended Sept. 28, 1948-April 14, 1952 freeze on tv processing)

	New	Amend.	Vhf	Uhf	Total
Commercial	999	337	782	554	1,337[3]
Noncom. Educ.	61		34	27	61[4]
Total	1,060	337	816	581	1,398[5]

[1] 168 cps (32 vhf, 136 uhf) have been deleted.
[2] One educational uhf has been deleted.
[3] One applicant did not specify channel.
[4] Includes 41 already granted.
[5] Includes 672 already granted.

FCC ANNOUNCEMENTS

New Tv Stations . . .

PETITION

KPQ Wenatchee, Wash.—Petitions FCC to amend Sec. 3.606(b) of Rules governing tv stations and Table of Assignments by issuance of rule-making for deletion of ch. 12 from Coeur d'Alene, Idaho, assignment of ch. 12 to Wenatchee, Wash., and assignment of ch. 29 in lieu of ch. 12 to Coeur d'Alene; also to amend Sec. 3.610 to allow operation at less than minimum co-channel distances specified therein in cases where no objectionable interference would be involved. Filed June 4.

Existing Tv Stations . . .

ACTIONS BY FCC

KSBW-TV Salinas, Calif.—Granted mod. of cp to change trans. location from Baldy Peak to Fremont Peak, about 10 miles northeast of city; increase vis. ERP to 240 kw; reduce ant. from 2,550 ft. to 2,330 ft., and make other equipment changes. Action June 13.

WTTV (TV) Bloomington, Ind.—Granted license for tv station, on representation "that station has discontinued indentifying itself improperly as Indianapolis, Terre Haute and Bloomington." Granted June 13.

KAKJ (TV) Reno, Nev.—Issued order to show cause why cp for tv ch. 4 should not be revoked; ordered hearing in this matter on July 13. Action June 13.

KICA-TV Clovis, N. M.—Granted mod. of cp to change ERP to 30.2 kw vis., 16.2 kw aur.; change studio and trans. location, and make minor ant. and other equipment changes. Granted June 6.

KDLO-TV Florence, S. D.—Granted mod. of cp to change studio location; change ERP to 100 kw vis., 60.3 kw aur., and make other equipment changes. Granted June 8.

KELO-AM-TV Sioux Falls, S. D.—Granted cp to install new combined am-tv tower. Granted June 7.

CALL LETTERS ASSIGNED

WTLC (TV) Canton, Ohio—Tri-Cities Telecasting Inc., ch. 29.

KONO-TV San Antonio, Tex.—Mission Telecasting Corp., ch. 12.

WAVY-TV Portsmouth, Va.—Portsmouth Radio Corp., ch. 10.

WSUR-TV Ponce, P. R.—American Colonial Bcstg. Corp., ch. 9.

APPLICATIONS

KSPS (TV) Hot Springs, Ark.—Seeks mod. of cp (which authorized new tv) to change trans. and studio location to West Mountain, 1.5 miles from center of Hot Springs; change ERP to .67 kw vis., .335 kw aur., and make other equipment changes. Requested waiver of Sec. 3.613 of Rules. Filed June 11.

KBOI-TV Boise, Idaho—Seeks cp to make changes in facilities of existing tv; change ERP to 65 kw vis., 33 kw aur.; install new ant., and make other equipment changes. Filed June 11.

KVIT (TV) Sante Fe, N. M.—Seeks mod. of cp (which authorized new tv) to change trans. and studio location to Wood Rd., 2.8 miles north-northwest of center of Santa Fe; change ERP to .322 kw vis., .161 kw aur., and make other equipment changes. Requested waiver of Sec. 3.613 of Rules. Filed June 11.

WHK-TV Cleveland, Ohio—Seeks mod. of cp (which authorized new tv) to change trans. location to 3600 East Pleasant Valley, Rd., Seven Hills Village, Ohio; change ERP to 1,000 kw vis., 500 kw aur., and make other equipment changes. Filed June 7.

KOTA-TV Rapid City, S. D.—Seeks mod. of cp (which authorized new tv) to change ERP to 71.12 kw vis., 42.66 kw aur., and make other equipment changes. Filed June 12.

WSPA-TV Spartanburg, S. C.—Seeks mod. of cp (which authorized new tv) to change ERP to 263 kw vis., 147 kw aur., and make other equipment changes Filed June 7.

WFRV-TV Green Bay, Wis.—Seeks mod. of cp (which authorized new tv) to change studio location to northwest corner of Roosevelt and Mason Streets, Green Bay. Filed June 12.

New Am Stations . . .

ACTIONS BY FCC

Tucson, Ariz.—Pima Broadcasting Co. granted 1490 kc, 250 w unl. Post office address Box 933, Beverly Hills, Calif. Estimated construction cost $8,000, first year operating cost $50,000, revenue $60,000. Pincipals are equal owners Pres. **Dawkins Espy**, consulting engineer; and Vice Pres.-Treas. **William John Hyland**, lawyer. Granted June 13.

Ridgecrest, Calif.—Arthur M. Eckstrom's application seeking cp for new am to be operated on 990 kc, 500 w D, dismissed at request of applicant. Action June 12.

Auburndale, Fla.—R. E. Hughes, granted 1570 kc, 1 kw D. Post office address: Box 445 Plant City. Estimated construction cost $11,949, first year operating cost $24,000, revenue $30,000. Principals include **R. E. Hughes**, employee at Duplex Mill & Mfg. Co.; and **Kenneth Neubrecht**,

engineer at Gates Radio Co. Mr. Neubrecht will receive 10% interest for engineering services. Granted June 13.

South Dade Bcstg. Co.; J. M. Pace; Redland Bcstg. Co., Homestead, Fla.—FCC designated for consolidated hearing applications for new ams to operate on 1430 kc, 500 w D; made **WWPB Miami, Fla.**, party to proceeding. Action June 13.

Cynthiana, Ky.—Cynthiana Bcstg. Co. granted 1400 kc, 100 w unl. Post office address Box 55, Cynthiana. Estimated construction cost $15,843, first year operating cost $30,000, revenue $36,000. Principals are equal partners **Estil R. Anderson**, chief engineer **WEKY Richmond, Ky.**; and **Silas E. Anderson**, automotive speciality store owner. Granted June 13.

Neon, Ky.—Letcher Bcstg. Corp. granted 1450 kc, 250 w unl. Post office address Neon. Estimated construction cost $13,578, first year operating cost $20,000, revenue $30,000. Ten stockholders, each holding 10%, include **Hence Eversole**, formerly with **WTCW Whitesburg, Ky.**; and **W. P. Nolan**, owner and publisher of *Hazard* (Ky.) *Mountain Messenger*. Granted June 13.

Milford, Mass.—Milford Bcstg. Co's application seeking cp for new am to be operated on 1490 kc, 250 w unl., dismissed at request of applicant. Action June 12.

Paul A. Brandt, West Branch, Mich.; Livingston Bcstg. Co., Howell, Mich.—FCC designated for consolidated hearing applications for new ams to operate on 1350 kc, D, with power of 1 kw and 500 w, respectively; made **WEXL Royal Oak, Mich.**, party to proceeding. Action June 13.

WGLI Inc., Babylon, N. Y.—FCC designated for hearing application for new am to operate on 1290 kc, 1 kw unl.; made **WOV New York, N. Y.**, party to proceeding. Action June 13.

Dundee, N. Y.—Finger Lakes Bcstg. Co. granted 1570 kc, 1 kw D. Post office address 239 Golden Glow Rd., R.D. #1, Elmira, N. Y. Estimated construction cost $14,999.27, first year operating cost $38,000, revenue $55,000. Principals are equal partners **Henry Valent**, attorney; and **Thomas H. Shafer**, chief engineer at **WCBA Corning, N. Y.** Granted June 13.

Claremore Bcstg. Co., Claremore, Okla.—FCC designated for hearing application for new am to operate on 1270 kc, 500 w D; made **KSOK Arkansas City, Kan.**, and **KUOA Siloam Springs, Ark.**, parties to proceeding. Action June 13.

Manassas, Va.—Harold H. Thoms' application seeking cp for new am to be operated on 1460 kc, 500 w D, dismissed at request of attorney. Action June 12.

Carthage, Tex.—Panola Bcstg. Co.'s application seeking cp for new am to be operated on 1210 kc, 250 w D, dismissed at request of attorney. Action June 12.

APPLICATIONS

Show Low, Ariz.—Peak Bcstg. Co., 750 kc, 250 w D. Post office address Box 606, Show Low. Estimated construction cost $16,326.50, first year operating cost $24,000, revenue $36,000. Principals include **Searcy J. Woodworth** (51%), chief engineer at **KVNC Winslow, Ariz.**; and **Jack V. Reeder** (49%), construction interests. Filed June 12.

Daytona Beach, Fla.—Thomas Carr, 1590 kc, 1 kw D. Post office address 535 Ponte Vedra Blvd., Ponte Vedra Beach, Fla. Estimated construction cost $10,000, first year operating cost $52,000, revenue $60,000. Mr. Carr formerly owned 35% of **WKXV Knoxville, Tenn.**, and was 50% partner in **WSTN St. Augustine, Fla.** Filed June 12.

Deerfield Beach, Fla.—Gold Coast Broadcasters, 1470 kc, 1 kw unl. Post office address % Howard J. Schellenberg Jr., 1025 Connecticut Ave., N. W., Washington, D. C. Estimated construction cost $25,716, first year operating cost $40,000, revenue $45,600. Principals are equal partners **James C. Doan**, insurance interests; **C. Robert Clark**, realty interests; and **Charles W. Stone**, account executive at **WCPO Cincinnati, Ohio.** Filed June 11.

Palmetto, Fla.—E. D. Scandrett, 1570 kc, 500 w D. Post office address 423 S. Elm St., Kewanee, Ill. Estimated construction cost $15,000, first year operating cost $36,000, revenue $40,000. Mr. Scandrett is pres.-⅓ owner of **WKEI Kewanee.** Filed June 12.

East Tawas, Mich.—W. A. Pomeroy, 730 kc, 250 w D. Post office address 674 Alter Road, Detroit 15, Mich. Estimated construction $18,794.51, first year operating cost $26,700, revenue $32,000. Mr. Pomeroy holds 21.12% interest in **WILS-AM-TV Lansing, Mich.**, and is 40% owner of Television Corp. of Michigan, applicant for ch. 10 in Onondaga, Mich. Filed June 7.

Austin, Minn.—George A. Hormel III, 1220 kc, 1 kw D. Post office address % Hormel Estate, R.R. #5, Austin. Estimated construction cost $20,207, first year operating cost $70,000, revenue $70,000. Mr. Hormel holds meat-packing interests. Filed June 11.

Carthage, Miss.—Mississippi Bcstg. Co., 1010 kc, 5 kw D. Post office address P. O. Box 591, Meridian, Miss. Estimated construction cost $5,491, first year operating cost $17,265, revenue $19,292. Principals include Pres. **D. W. Gavin** (75%); and Vice Pres. **Mrs. R. S. Gavin** (25%). Applicant is licensee of **WCOC-AM-TV Meridian, Miss., WJQS Jackson, Miss.** Filed June 12.

Oneida, N. Y.—Radio Oneida Inc., 1350 kc, 500 w D. Post office address % Radio Norwich Inc., 14 S. Broad St., Norwich, N. Y. Estimated construction cost $14,300, first year operating cost $25,000, revenue $40,000. Principals include Pres. **William J. Hall** (30%), pres.-stockholder of **WCHN Norwich**; Treas. **Marian S. Mayer** (30%), treas.-stockholder of WCHN; Secy. **Scott G. Rigby** (30%), asst. secy-treas. at WCHN; and others. Filed June 6.

Cranston, R. I.—Neighborly Bcstg. Co., 1590 kc, 500 w D. Post office address 25 7th St., Providence. Estimated construction cost $12,100, first year operating cost $21,000, revenue $53,000. Principals are: Pres. **Jack C. Salera** (47.5%), part owner-manager of **WNRI Woonsocket, R. I.**; Secy. **Peter B. Gemma** (47.5%), pres. Perk T.V. Corp.; and Treas. **Lorraine M. Salera** (5%), WNRI Secy. Filed June 11.

Seattle, Wash.—Rev. Haldane James Duff, 1540 kc, 10 kw limited. Post office address 9248 23rd Ave., S. W., Seattle 6. Estimated construction cost $64,725, first year operating cost $90,000, revenue $100,000. Rev. Duff is minister of Hillcrest Presbyterian Church, Seattle. Filed June 12.

Grafton, W. Va.—WVVW Inc., 1260 kc, 500 w D. Post office address 400 Quincy St., Fairmont, W. Va. Estimated construction cost $14,100, first year operating cost $36,000, revenue $50,000. Principals include Pres. **J. Patrick Beacom** (80%), owner of **WJPB-TV Fairmont, W. Va.**, and owner of **WBUT Butler, Pa.**; Secy. **Emily Peed Beacom** (15%), wife of **J. Patrick Beacom**; and Vice Pres. **Harry G. Bright** (5%), pres.-90% owner of **WETZ Martinsville, W. Va.** Filed June 12.

Honolulu, Hawaii—Windward Bcstg. Co. Ltd., 1170 kc, 250 w unl. Post office address P. O. Box 607, Kaneohe, Hawaii. Estimated construction cost $4,300, first year operating cost $15,000, revenue $21,600. Windward operates **KANI Kaneohe.** Contingent on grant of application seeking change of KANI to Kailua, Hawaii. Filed June 11.

APPLICATION RESUBMITTED

Kearney, Neb.—Elbert M. Gallemore resubmits application seeking cp for new am to be operated on 1460 kc, 5 kw D. Resubmitted June 12.

APPLICATIONS AMENDED

Jacksonville, Fla.—Robert Hecksher's application seeking cp for new am to be operated on 1600 kc, 5 kw D, amended to change frequency to 550 kc; change power to 1 kw, and change from DA-D to NON-DA. Amended June 11.

Walla Walla, Wash.—Leader Bcstg. Co.'s application seeking cp for new am to be operated on 1540 kc, 1 kw D, amended to change frequency to 1320 kc, and make changes in ant. and ground system. Amended June 11.

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Existing Am Stations . . .

ACTIONS BY FCC

KNX Los Angeles, Calif.—Application seeking authority to determine operatng power by direct measurement of ant. power returned at request of attorney. Action June 11.

KEAR San Francisco, Calif.—Granted permission to suspend operations for 60 days from May 30 to accomplish financial reorganization. Granted June 6.

KOZE Lewiston, Idaho—Granted permission to sign off at 7 p.m. during June and July. Granted June 4.

WJCD Seymour, Ind.—Granted permission to sign off at 7 p.m., CDST, through August, except for special events when station may operate up to licensed sign-off time. Granted June 4.

KSMN Mason City, Iowa—Granted permission to sign off at 7 p.m., CST, June through August. Action June 5.

WTBO Cumberland, Md.—Granted request to cancel cp which authorized changes in facilities, installation of DA-2 and change in ant.-trans. location. Granted June 7.

WESK Escanaba, Mich.—Granted extension of permission to remain silent for period of 90 days, beginning June 1, to continue financial reorganization. Granted June 6.

WMAX Grand Rapids, Mich.—Granted mod .of cp to make changes in ant. system. Granted June 7.

KYNG Kalispell, Mont.—Cp for new am to be operated on 910 kc, 1 kw D, cancelled and call letters deleted. Action June 11.

KFGT Fremont, Neb.—Granted permission to operate from 6 a.m. to 6:30 p.m., Monday through Saturday, and from 8 a.m. to 5 p.m. on Sundays. Granted June 4.

WFRM Coudersport, Pa.—Granted increase of power from 500 w to 1 kw. Action June 13.

WKRZ Oil City, Pa.—Granted permission to remain on air beginning June 9 and ending Sept. 22 during time periods now sign-off because of Grove City College, Grove City, Pa. Granted June 4.

WADK Newport, R. I.—Granted permission to sign off at 7:30 p.m., EDST, through August. Granted June 6.

KMBL Junction, Tex.—Granted permission to sign off at 7 p.m. during June. Action June 5.

WSSV Petersburg, Va.—Granted cp to change ant.-trans. location and make changes in ant. and ground system. Granted June 4.

CALL LETTERS ASSIGNED

KWYN Wynne, Ark.—East Arkansas Broadcasters Inc., 1400 kc, 250 w unl.

WLIS Old Saybrooke, Conn.—Long Island Sound Radio Corp., 1420 kc, 500 w D.

WRAM Monmouth, Ill.—Prairieland Broadcasters, 1330 kc, 1 kw D.

KEVE Minneapolis, Minn.—Western Bcstg. Corp., 1440 kc, 5 kw. Changed from KEYD.

KDIO Ortonville, Minn.—Tri-State Bcstg. Co., 1350 kc, 1 kw D.

WONY Owego, N. Y.—Harlan G. Murrelle, 1330 kc, 1 kw D.

WMMH Marshall, N. C.—Harold H. Thoms, 1460 kc, 500 w D.

APPLICATIONS

WEBJ Brewton, Ala.—Seeks mod. of license to change hours of operation from unl. to specified hours. Filed June 7.

KDQN DeQueen, Ark.—Seeks mod. of cp (which authorized new am) to change studio location and remote control point from 316 DeQueen Ave., to 1925 S. 4th St., DeQueen. Filed June 7.

KMYR Denver, Colo.—Seeks cp to increase power from 5 kw to 10 kw. Filed June 7.

WRDW August, Ga.—Seeks cp for waiver of Sec. 3.30(a) of Commission's Rules and to change main stulio location from 8th and Broad Streets, Augusta, to Georgia and Observatory Ave., North Augusta, S. C. Filed June 12.

WWNS Statesboro, Ga.—Seeks authority to determine operating power by direct measurement of ant. power. Filed June 12.

WCME Brunswick, Me.—Seeks cp to change frequency from 900 kc to 730 kc. Filed June 12.

WKMI Kalamazoo, Mich.—Seeks authority to determine operating power by direct measurement of ant. power. Filed June 12.

KSWM Joplin, Mo.—Seeks cp to install new vertical ant. and mount tv ant. on top. Filed June 12.

KFGT Fremont, Neb.—Seeks cp to change hours of operation from unl. to specified hours. Filed June 12.

Wilmington, N. C.—East Coast Radio Co. (call letters unassigned) seeks mod. of cp to change frequency from 790 kc to 980 kc and increase power from 500 w to 1 kw. Filed June 11.

WKOV Wellston, Ohio—Seeks cp to change frequency from 1570 kc to 1330 kc, and increase power from 250 w to 500 w. Filed June 7.

KOHU Hermiston, Ore.—Seeks cp to change frequency from 1570 kc to 900 kc. Contingent on grant of change in frequency for KUTI. Filed June 12.

WHYL Carlisle, Pa.—Seeks cp to increase power from 1 kw to 5 kw; make changes in ant. system, and install DA-D. Filed June 12.

KHEM Big Spring, Tex.—Seeks mod. of cp (which authorized new am) to change studio location and request remote control. Filed June 11.

WOAI San Antonio, Tex.—Seeks authority to

(Continues on page 127)

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RADIO

Help Wanted

Managerial

Have opening North Carolina for combination-manager-sales manager 5kw station. Under same ownership over ten years. Send complete information first **letter. Box 800G, B•T.**

Experienced manager. Or assistant manager. Must be strong on sales. 5 kw. Network station population city twenty-five thousand, northeast real opportunity right man. Box 871G, B•T.

Salesmen

Experienced radio salesman for Florida 5 kw indie. Minimum 2 years radio sales experience. Must be able to produce. If you put forth average effort and satisfied with average page please do not apply. If you're a hustler and like money you'll be very pleased. Send resume and references first letter. Age limit 32. $100.00 weekly draw against 15%. Box 211G, B•T.

Advertising salesmen who have been selling transcriptions or other services directly to radio or tv stations throughout the country, here is an opportunity for a permanent position with steady advancement. Large guarantee and commissions. Box 770G, B•T.

Salesman who can sell. Box 850G, B•T.

Announcer-salesman. Good young announcer to learn selling, copywriting, etc. Earn more than straight announcer. Box 852G, B•T.

We need a top salesman . . . and sales manager who likes to make money; to this man we can offer exceptional financial and outstanding future. Major independent in major market. Box 857G, B•T.

Immediate opening for live wire aggressive salesman. Metropolitan market. 5000 watt fulltime station. Howard B. Hayes, WOKO, Albany, New York.

Experienced radio salesman. If you are in a smaller market with limited income—this is for you. Opportunity is unlimited in this multiple station operation. Start out with good guarantee. Station serves a major Michigan trade area in a sportsman's paradise. Want an aggressive man. Phone W. L. Belaney WPON, Pontiac, Michigan, FE 8-0444.

Experienced salesman, good market, daytime, growing businesses. Mail resume and photo to WSLM, Salem, Indiana.

RADIO

Help Wanted—(Cont'd)

Salesmen

Salesmen pick your town. Wanted—three salesmen now working in the south to join any of three independent stations programming specialized Negro radio in three major midsouth markets. As a sales consultant for five stations, I can place you in a choice of cities at no cost to you. I can recommend these sales jobs as offering good pay with commission plan that assures high potential income. Key executive positions open for men who demonstrate ability. All stations well accepted locally, have high ratings and are well promoted. Extra benefits including annual bonus. Write complete details to Jules J. Paglin, 616 Audubon Building, New Orleans, La.

Announcers

Florida—Need top-notch pops DJ. Better than average salary with chance to sell and increase your earnings. Send short tape (non-returnable) of show, commercials and news. Box 505F, B•T.

Wanted—Glib DJ with sparkle and pep, bright and breezy, brisk-paced, adlib with flow and momentum, clever quips, novel record intros wanted by stations in Ill., Mich., Wisc., Upper N. Y. state, Penna. area. $125. Box 625G, B•T.

Experienced announcer wanted, with emphasis on news-special events background. Will work radio side of am-tv operation located in pleasant northern New England city. Send photo, tape audition, resume and salary requirements to Box **667G, B•T.**

Leading eastern indie needs top-flight morning personality for No. 1 station in market. Must have proven sales and audience pull, warm, humerous personality. Send tape, photo, resume to Box 734G, B•T.

Wanted: We are looking for an experienced announcer. Don't want a wise guy or character but a cooperative man able to get along with others and to do a good job on news, commercials and all types of shows. One thousand watt daytimer, nice town, ideal location if you are looking for permanent job and pleasant surroundings. Box 761G, B•T.

Wanted: 2 experienced announcers, must be family men. For network station in north Louisiana. Jobs permanent to right persons. Box 805G, B•T.

Attention:

DISC JOCKEYS CONTINUITY WRITERS NEWSMEN SALESMEN

We're buying Independent stations and need top-flight staffs. Right now you have your choice of two Northeastern markets in the top 40. There'll be more later. Salaries open—but good! Also vacation, health and life insurance benefits. Tell all first letter. Tapes returned after careful audition. All replies strictly confidential.

Box 786G, B•T

RADIO

Help Wanted—(Cont'd)

Announcers

Central Florida. Announcer, 1st phone, routine maintenance, good shift, good salary. Box 815G, B•T.

Wanted: A personality announcer who is probably working in a small market now but wants bigger and better things. We are a network radio-tv station in one of the south's largest cities and one of the nation's top 50 markets. Some tv a possibility but radio is where you're needed, now. Send complete resume including salary expected, plus tape and picture to Box 827G, B•T.

Announcer-engineer—daytime station, southwest, excellent opportunity for man with some experience and reasonable voice. Box 845G, B•T.

Need a reliable experienced announcer. 50,000 watt, CBS affiliate. Good position for right man. Send tape and background. Box 855G, B•T.

Morning man. Must have distinctive style, know his records and be able to maintain present top ratings. Preferences given to applicant now successfully doing similar program, give complete resume salary expected and enclose snapshot. Box 854G, B•T.

Opportunity for good married staff announcer. Send resume. ABC Network. KFRO, Longview, Texas.

Engineer-announcer: Two combination positions open June 23. Must have 1st class ticket. Accent on announcing. Contact C. A. Wynn, KSUL, Sulphur, Louisiana.

Announcer with air personality, experienced, 1000 watt NBC outlet, Tucson, Arizona. Fine climate. No license necessary but must be adept at console. Send brief audition tape, previous employment, salary, etc. KVOA, 209 W. Elm.

WGEZ, Beloit, Wis., looking for good staff man. Board operation news-music. Salary dependent on ability. Upper midwest man preferred. Contact Tom Anderson, Station Manager.

WJEM, Valdosta, Georgia, one kw daytime music-news-station needs immediately 1st phone announcer combo. Send tape, references and resume. Salary open.

Top rated kilowatt independent needs staff man to replace announcer entering college. Complete resume and tapes received by WMIX, Mt. Vernon, Illinois.

Information needed to locate Hoyt Brown, hometown is in Alabama. All replies confidential. Contact WVOP, Vidalia, Georgia, or WHAP in Baxley, Georgia.

Technical

Chief engineer with announcing experience for remote controlled daytime five kilowatt southern station. Must be capable of assuming full technical responsibility and light announcing schedule. Box 833G, B•T.

Chief engineer-announcer or announcer with first class phone. Box 853G, B•T.

Broadcast engineer for work in Washington, D. C., with established consulting firm. Knowledge of directional antennas necessary, some tv desirable. Engineering degree. Give all qualifications, references, first letter. $6,500.00 to start for qualified man. Box 863G, B•T.

Engineer, with first class phone for 50 kw radio and/or maximum power VHF with color. Contact Box 874G, B•T.

Engineer-announcer for NBC station. Must have 1st ticket, good voice, plus maintenance experience. Excellent workig conditions. Send tape and resume, KGEE, Bakersfield, California.

Wanted engineer with 1st class FCC license. Ability to sell or announce helpful but not essential. Above average pay. KVWO Radio, Daytime Network. William T. Kemp, Box 926, Cheyenne, Wonderful, Wyoming.

Chief engineer, either strong on announcing or sales. Full details and tape. KWIN, Ashland, Oregon.

Immediate opening, experienced engineer with first class license for transmitter watch at WBEE, Harvey, Illinois. Call Normal 7-4124 in Chicago.

Transmitter operator. Any inquiries may be directed to the attention of W. H. Malone, Radio Station WGTM, Wilson, N. C.

Chief engineer-announcer for progressive daytimer in friendly central Florida community. Send full details and tape. Opening July 1st. WPLA, Plant City, Florida.

RADIO

Help Wanted—(Cont'd)

Technical

Wanted: Radio engineer; first class radio-telephone license; strong on maintenance. No operating tricks. 40 hours. Apply Chief Engineer, Radio Station WRIV, 1 East Main Street, Riverhead, Long Island, N. Y.

1st phone engineer. $55.00 for forty hours. Chance for advancement. Contact Dan Williams, WVOT, Wilson, N. C.

Programming-Production, Others

Advertising copywriter who can write and produce jingle commercials for radio. This is an opportunity for a creative individual with advertising know-how to find a permanent home. Box 769G, B•T.

Newsman. Experienced in all phases including local reporting. Advise previous experience, salary expected and attach small photo. Box 865G, B•T.

Male or female with experience capable handling all continuity 5 kw. Network station medium sized city northeast. Box 870G, B•T.

Continuity writer wanted as soon as possible for 50,000 watt CBS Radio affiliate. Please send complete information in first letter or call KWKH, Shreveport, Louisiana.

Situations Wanted

Managerial

Manager: Factual outline detailing successful administrative and personal sales record awaits your request. Documented ability and reputation. A good man looking around. Negotiations confidential. Box 715G, B•T.

Sales manager: Investigate before you invest! Request and analysis my resume. Bonafide facts and figures; top accredited industry reputation; substantiated local/national sales know-how business getting ability. "Don't let a good one get away." Write Box 716G, B•T.

RADIO

Situations Wanted—(Cont'd)

Managerial, 38, with growing family. Strong on radio and tv production, sales and promotion. Wants to join owner in an executive position with future. Salary $12,000 or less with bonuses or profit sharing plan. Resume and picture on request. Box 789G, B•T.

Manager, salesman, chief engineer. Well versed all phases. Available immediately. Best references. Box 854G, B•T.

Announcers

Tv-radio personality, audience participation, characters, DJ, good commercial. Featured on national daily network tv variety show. Write own material. 5 years tv; 15 years radio on leading stations. Age 34. Married. Not afraid to work. Box 762G, B•T.

Outside broadcaster, fine news presentation, record player, Gates board, college, school and discharge from Army 21 June. Box 771G, B•T.

Country music DJ, recording artist, nationally known, top-rated, 26, single, sober, reliable, not character, best references, desires to relocate. Box 772G, B•T.

Stop-look-experienced announcer, go-getter salesman—all phases, radio in my blood, looking for home for my family—very sincere. Studying for 1st. Prefer indies or new stations, all offers considered. Box 818G, B•T.

Hi—looking for half a comedy morning DJ team or a low pressure, relaxed evening man? Experienced and dependable. Box 821G, B•T.

Colored female, broadcast school graduate, college trained. Ideal for personality show, announcing, women's director. Box 822G, B•T.

Morning personality, 10 years experience, including sales and managerial, 6 years with present employer, 33 years old, family man, college graduate, capable newsman as well as DJ. Earning $6,000.00 at small station, looking for bigger market, preferably in southeast. Box 828G, B•T.

RADIO

Situations Wanted—(Cont'd)

Announcers

Announcer with first ticket, preferring good music operation, wants to relocate in west. Box 834G, B•T.

Announcer, strong on news, commercials and music, some combo experience with highly productive station, 3rd class ticket, prefers position in New York or surrounding states. Box 835G, B•T.

Experienced announcer, versatile deejay. Smooth commercial delivery. Now available, tape. Box 836G, B•T.

Versatile. Five years radio, two years tv. Show business background. Family. Now quarter million market. Made $5,000 1955. Details via brochure, tape. Want more than "just a job" to reach professional and financial potential. Do you want more than "just a reading machine?" Box 843G, B•T.

Four years experience, looking for progressive station. Tape, resume. Contact Box 846G, B•T.

Recent broadcasting school graduate, good DJ, news, sports board, tape. Box 847G, B•T.

First phone combo. Relaxed DJ, authoritative news and sports. Capable routine maintenance. $100 minimum. Box 851G, B•T.

Announcer, good continuity writer. Recent graduate of Midwestern Broadcasting School. Purdue (BS degree). Box 858G, B•T.

DJ, personality, staff. Recent SRB graduate. Strong on news, sports, board. Excellent voice, fine potential, musician. Excellent references, tape. Go anywhere. Box 860G, B•T.

New England only: Versatile announcer, employed, 26, veteran, good appearance, university degree (music). Newscasts, commercials forte—pianist-singer. Box 868G, B•T.

(Continued on next page)

RADIO-TELEVISION

HELP WANTED

TV Trans. Op. & Switcher . . .
. . . . up to $550.
All Round Radio St. Mgr. . . .
. . . . Salary Excellent.
19 Radio & TV Announcers . . .
. . . . Top Salaries Available.
15 Continuity-Copy Writers . . .
. . . . $85 per Wk. & up.
15 Radio & TV Salesmen . . .
. . . . Excellent Salaries, Comm.
Plus Many Others in All Phases

JOBS WANTED

Radio Sports Announcer . . .
. . . . Outstanding References
TV & Radio Announcers . . .
. . . . Years of Experience
TV Director, Experienced . . .
. . . . $100 per week
Camera & Floor Men . . .
. . . . Start at $60 per week
Radio Program Director . . .
. . . . Avail. in Sept.
Plus Sales and Copy People

Personnel and job requests have been pouring in from ALL sections of the country. List NOW with National for the job OR person you've been looking for! Write, wire or phone M. E. Stone, Manager today for complete information. NATIONAL HAS THE PEOPLE AND THE JOBS.

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5th FLOOR • 1627 "K" STREET, N. W. • WASHINGTON, D. C. • TELEPHONE RE 7-0348

RADIO

Situations Wanted—(Cont'd)

Announcers

Summer replacement, staff announcer, DJ. available immediately. Bernie Bond, 447 Fort Washington Avenue, New York 33, N. Y. Lorraine 8-7599.

Experienced staff announcer would like work in midwest. Will consider all offers. Available immediately. Tony Craig, 3916 Vernon, Brookfield, Illinois. HUnter 5-1260.

Combo. Strong announce. Network experience. Married. Vet. Travel. Dino Danos, 854 California Street, San Francisco.

Experienced announcer, writer, sales. Relocate. Basil DeSota, 1801 Coldwater Canyon, Beverly Hills, California.

Straight announcer—copy—local news. Strong news presentation. 8 years experience. References. Tape—copy available. Barry Ritenour—66 Fougerson Street, Buffalo, New York. Taylor 5998.

Experienced DJ and country entertainer desires good DJ program. Will consider late night or daytime. Prefers midwest or southern location. Can operate board and turntables. Capable of furnishing best of references. Available ten days. Contact: Rocky Rose, Spiceland, Indiana. Phone 3814, Spiceland.

Technical

Chief engineer, 35, experienced, energetic and conscientious, desires affiliation as chief engineer and minor investor. Box 783G, B•T.

High school senior (honor student) needs summer job to supplement MIT scholarship for Fall. 1st phone, ham, excellent diction. Box 816G, B•T.

Capable chief engineer-announcer. Seven years experience all phases, desires to locate St. Paul, Minneapolis area, within 100 miles. Family man wishes permanent location. Box 823G, B•T.

RADIO

Situations Wanted—(Cont'd)

Technical

RCA Institute graduate . . . 1st phone license . . . experience in electronics . . . resident of California but will relocate . . . available immediately. Box 826G B•T.

Experienced chief engineer-announcer, 250 watts to 50 kw. Box 840G, B•T.

Chief engineer-announcer, experienced in all phases of radio. South only. Box 849G, B•T.

Summer replacement first class engineer, experienced, available until September first. For details, write to Robert Tuttle, 1209 Fourth Avenue West, Spencer, Iowa.

Programming-Production, Others

News editor—now working at it, wants new spot. Experienced gathering, writing, broadcasting local news; editing wire copy; writing features; interviewing. University degree. Box 739G, B•T.

Hey! I wanna be a program director. I'm an experienced announcer-salesman with terrific ideas to make your station tops. Prefer indies or new stations. Box 819G, B•T.

Girl with 3 years experience in radio as secretary—librarian—music director—women's shows wishes to advance. Box 825G, B•T.

Attention midwest. Have recently left, but want to return. Five years experience, headed news department and have operated board and familiar with network and indies. References from all employers. Single, and veteran. First consideration given to operation and staff. Box 831G, B•T.

Program director: College graduate. Eight years radio, first class ticket. All phases except sales and play-by. Family. Need better opportunity. Prefer chance for working investment in CP or transfer, Arizona or California. Box 832G, B•T.

Coordinate sales and production with experienced assistant program director-production manager. Imaginative. Aggressive. Executive material. Box 838G, B•T.

RADIO

Situations Wanted—(Cont'd)

Programming-Production, Others

Concert pianist. Radio Budapest, seventeen years, Radio Munich, five years. MA of music. Excellent sight reader. Also popular. Wants position in radio-tv. Union member. Prof. Simenszky, 316 East 82nd Street, New York.

TELEVISION

Help Wanted

Salesmen

Successful, thoroughly experienced national manager for radio and tv stations located in central United States. Wonderful opportunity, excellent pay. Send full information first letter to Box 841G, B•T.

Salesman with ambition needed by dominant midwestern vhf maximum power NBC station. Local and regional sales. Send picture and full information. Box 866G, B•T.

Announcers

Staff announcer wanted by central Pennsylvania tv station to do both on and off-camera work and participate in all phases of production. For further details, contact: Jim Curtis, Program Director, WSBA-TV, York, Pennsylvania.

Technical

Need capable cameraman with minimum one year experience on RCA camera. Opportunity to join progressive, growing organization. Box 679G, B•T.

Maximum power vhf station in midwest need two engineers, experienced preferred but not necessary. Expanding staff to handle color near future, and early morning programming now in effect. Contact Chief Engineer, KCKT-TV, Great Bend, Kansas.

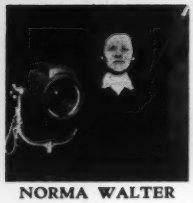
Wanted: Experienced television engineer with first phone license. Send complete resume to KDWI-TV, P.O. Box 5147, Tucson, Arizona.

TELEVISION PRODUCTION EXPERIENCED

LEO KUPFER

MERLIN REHMER

RAY COBB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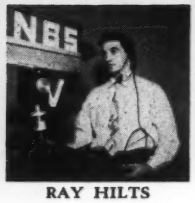

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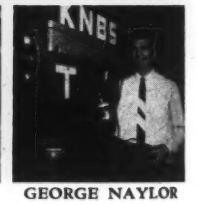

GEORGE NAYLOR

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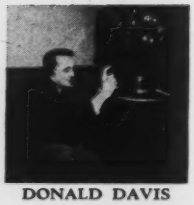
DONALD DAVIS

These People have just completed their training in Television Production with Northwest, which included extensive work in one of our commercially equipped studios under the direction of experienced TV personnel. People like these—with TV studio training and production experience—are now available in YOUR area. Though well-versed in TV know-how, you will find them highly adaptable to your station's way of doing things.

Call Northwest FIRST!

Contact John Birrel, Employment Counselor, for immediate details.

NORTHWEST RADIO & TELEVISION SCHOOL

HOME OFFICE: 1221 N. W. 21st Avenue, Portland, Oregon | CA 3-7246

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CHICAGO, ILLINOIS. . . . . 540 N. Michigan Avenue DE 7-3836

WASHINGTON, D. C. . . . . 1627 K Street N. W. RE 7-0343

TELEVISION

Help Wanted

Technical

Newspaper owned television station has immediate opening for technicians. Send complete background qualifications and photograph to Wallace Wurz, Chief Engineer, WTVH, Peoria, Illinois.

Programming-Production, Others

Experienced continuity writer for large eastern network affiliate. Forward copy samples and complete resume with salary requirements. Box 508G, B•T.

Experienced news photographer for local sound and silent coverage. Must be able to process small amounts of news footage. Some newscasting experience helpful. State salary requirements with resume. Box 509G, B•T.

Chance of a lifetime for experienced, alert newsman to become news director of radio and tv stations in rich market. Send full information including background, tape, experience, Salary, photo to Box 842G, B•T.

Women's director for progressive midwest radio-tv operation. This is a new phase of our operation; therefore a great challenge. Send resume, photo and tape plus kinescope if available, to Box 872G, B•T.

Situations Wanted

Managerial

Manager/sales manager: You can't top a proven "pro"; but you can buy his experience and know-how. A concise documented quality experience resume is yours for the asking. "Don't let a good one get away". Write Box 714G, B•T.

Television manager available. 17 years radio-tv experience, desiring change by fall. Economy-minded, with emphasis on sales and general management. For full particulars by letter, wire. Box 839G, B•T.

Experienced television station manager available near future. Background in large and small markets, both radio and television. Heavy on sales. Presently managing vhf. Excellent references from past and present owners. Also consider opportunity in sales management. Box 867G, B•T.

Salesmen

Television salesman. Station or film. Dynamic proven record for producing the impossible seven years sound tv selling and advertising background. Answer only if looking for live wire as cannot compete with experienced order taker. Box 820G, B•T.

Successful salesman desires change in near future. Position must provide opportunity to reap harvest of hard work. Write for complete and sales record. Box 856G, B•T.

Announcers

Versatile on-camera announcer earning $7500 in Florida wants relocation in metropolitan market at $10,000 minimum. Solid ten year background with top station, agency references. Will fly anywhere for interview. Box 688G, B•T.

Tops . . . commercials! News! Sports! Emcee! On-camera specialist available immediately! Box 869G, B•T.

Technical

Tv, film technician, specialist studio technique, orth, vidicon, "creepy peepy", kine recording, maurer sound, film lab practice. Two years tv production Fort Monmouth and Army Pictorial Center. First phone, ham. BA radio-tv, two years cinematography NYU. Box 862G, B•T.

Engineering spot, tv only. Recent 1st phone. Walter Piasecki, 2219 N. Parkside, Chicago.

Programming-Production, Others

Newsreel cameraman and editor, with processing experience, now employed, seeking position with tv station. Five years experience. Box 817G, B•T.

Producer-director with practical program ideas 3 years experience television, radio—handle all studio positions, audio, projection, staff announcing-newsman—relocate southwest or west coast. Box 830G, B•T.

Highly rated production assistant. Wants job. Experienced on all phases of television broadcasting. Will travel. Resume and photo and references. Available upon request. Box 837G, B•T.

Former vhf radio continuity writer, director, now copywriting. Seeking return to broadcasting. Box 861G, B•T.

TELEVISION

Situations Wanted—(Cont'd)

Programming-Production, Others

Available, summer replacement, ideal one man combination: Announcer, film narrator, produced 140 tv shows, produce, edit movies, script writer, interested in learning film production. Prefers west, southwest, Cleveland area. J. Wiegand, 3204 West 116, Cleveland.

FOR SALE

Stations

New England—single, unlimited, $70,000.00, $35,000.00 down; New York—Single, unlimited, $35,000.00 $30,000 down; Haskell Bloomberg, Broker, Lowell, Massachusetts.

Single station market, middle south; under $50,000—low down payment. Paul H. Chapman Co., 84 Peachtree, Atlanta.

Select southwestern property now availble to qualified principals. Ralph Erwin, Broker, 1443 South Trenton, Tulsa.

Exclusive. Mid-continent single-station market. Progressive city. Offered by the orginal builders. Exclusive with Ralph Erwin, Broker, 1443 South Trenton, Tulsa.

Second notice. Listing AR-1 has been sold. Final sale price symbal RB. Inquiries invited regarding other select properties. Ralph Erwin, Broker, 1443 South Trenton, Tulsa.

Equipment

For sale: Collins 212A dual channel console, $475.00; Collins 300G 250 watt transmitter, $750.00. Box 804G, B•T.

Three 6 X 8 foot plane reflectors, made by Tower Equipment for sale below cost. New, in crates ready for immediate shipment. Phone, or write, Pete Onnigian, Chief Engineer, KBET-TV, Sacramento, California.

Used Presto type PL-10 playback recorder 7½ speed 30 minutes, fits turntable. $50.00. KFRO, Longview, Texas.

For sale: WE 451-A transmitter. Good condition. Complete with Rust equipment . . . KLIN, Lincoln, Nebraska.

1kw composite transmitter, replaced May 12th, 1956. Best offer, KOLO, Reno.

Tower, 150 ft. insulated, Blaw-Knox CK type, self-supporting, available six weeks, also top 85 ft. of Ideco tower. Excellent condition. Make offer. Chief Engineer, KSD-TV, St. Louis, Missouri.

Five hundred feet of 51 ohm, 1 5/8 inch coaxial cable, in 20 foot length. 90 degree elbows and end seals. All in good condition. Will sell at a bargain. Contact Lewis Hiland, Chief Engineer, WRRF, Washington, North Carolina.

Used television equipment. Federal microwave STL—2000mgs. Dual incoscope film chain—DuMont, with six usable camera tubes. Two Holmes 16mm film projectors-TV 16. Many spare projector parts included. Contact M. M. Burleson, WTTG, Washington, D. C.

Ampex 450B reproducer. Brand new. Cost $825.00, sell $575.00. Box 221, Lebanon, Tennessee.

½ price tv lenses. Kodak Ektars—35mm, 50mm and 135mm, $150 each or all three for $400. W. W. Johnson, 8844 W. 32nd Place, Wheatridge, Colorado.

RCA 70-D turntable with preamp., equalizer, pickup. Good condition. $195. Write H. Kaplan 1010 Dorchester Road, Brooklyn 18, N. Y.

WANTED TO BUY

Stations

Station wanted. Private sales, discreet service. Oklahoma, Texas, Kansas, Missouri, Arkansas. Ralph Erwin, Broker, 1443 South Trenton, Tulsa.

Equipment

Wanted to buy: Studio equipment for small tv station including switching, film chain, slide, sync generator, live camera chain, audio and power slide facilities. Interested in whole package or any part. Indicate make, period of use, delivery date, and price in first reply. Box 732G, B•T.

Wanted to buy: Fm transmitter—10kw. Give complete details first letter. Must be in excellent condition. Box 829G, B•T.

Wanted: Lampkin test instruments; measurements 80 generator. Chief Engineer, WMIX, Mt. Vernon, Illinois.

WANTED TO BUY

Believable but powerful dramatic mystery scripts for half hour radio. Top rates. Enclosed return postage. R. J. Alestra, Director, Veron Lewis Productions, Inc., 71 West 45th Street, New York 36, N. Y.

INSTRUCTION

FCC license training—correspondence or residence. Resident classes held in Hollywood and Washington. Beginners get FCC 1st class license in 3 months. For details write Grantham School, Dept. B, 821 19th Street, N. W., Washington, D. C.

FCC first phone license. Start immediately Guarantee coaching. Northwest Radio & Television School, Dept. B, 1221 N.W. 21st Street, Portland 9, Oregon.

Home study or residence course in staff announcing, newscasting, copywriting, traffic, interpretation, foreign pronunciation. Increase your ability to earn more. Inquiry invited. Pathfinder Radio Services, 737 11th Street, N. W., Washington, D. C.

SERVICES

Do you need exclusive, low cost news and special events programming to boost sales and increase audiences? If the answer is yes, then we can offer you this low cost, world wide news coverage . . . tailored especially for your station and sponsors by our corps of correspondents in the news capitals of the world. Write today for details. Laurence News Features, Burlington Hotel, Washington, D. C.

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Audio Control Handbook

For Radio & TV Broadcasting

by Robert S. Oringel

Broadcast Engineer, Voice of America

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Only $6.50

Now . . . all about audio techniques, available for the first time in this concise and profusely illustrated handbook. Here are the methods to achieve highest standards of broadcast quality . . . *explained step by step,* with "refresher"-review questions in each chapter. COVERS IN DETAIL:

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- FCC regulations, etc.
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Everything the audio operator needs . . . for all program formats . . . is packed in this authoritative, easy-to-use handbook. Examine it today. Clip and mail this coupon.

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41 East 50th St., New York 22, N. Y.

Send Oringel's AUDIO CONTROL HANDBOOK for 10-day examination. If not satisfied I will return it—pay nothing. Otherwise, I'll remit $6.50 plus postage. (We pay postage if you remit with coupon—same return privilege.)

Name .....

Address .....

City .....Zone.....State.....

RADIO

Help Wanted

POPULAR COMMUNITY STATION IN UPSTATE NEW YORK WANTS TO IMPROVE PRODUCTION

Immediate employment for married, experienced men in the following positions:

First Class Engineer:

Able to handle two hours of early morning announcing — engineer remotes—and above all, keep audio, recording and transmitter equipment in A-1 condition.

2 Announcer-Salesmen:

Capable of building outstanding disc shows. One with ability to take charge of sales department.

Sports Announcer-Salesman:

Play-by-play experience.

News-Announcer:

With experience in collecting editing and delivering local news.

Send photo, salary-demand and complete summary.

Box 807G, B•T

Salesmen

SALES ENGINEERS

Broadcast equipment manufacturer has openings for travelling sales positions calling on radio stations in:

Midwest

South

Technical radio background and familiarity with AM broadcasters desirable. Salary with incentive and expenses. Please send complete details with photo to Box 848G, B•T

Announcers

Announcer — Ohio

Are you willing to fit into a strong organization which offers great future for experienced announcer? Experience in ad lib, strong sell, knowledge of news and music helpful. Send tape or disc and resume to Box 6482, Cleveland, Ohio.

RADIO

Help Wanted—(Cont'd)

Announcers

BIG FUTURE IN AUSTRALIA

for a First-class Announcer and Disc Jockey with the capacity to grasp a front-rank career in an expanding country. We are looking for a man with top-flight American experience and a proved capacity to SELL, preferably with his own shows; a man who can hold a nation-wide audience now and develop with us in television. (Television starts in Australia late this year). Applicants must be prepared to live in Australia for at least two years. Travelling expenses to Australia will be paid. Attractive salary and bonus. Box 859G, B•T.

Technical

WLOI

affiliated with

WWCA, Gary

Chief Engineer-Announcer wanted at once to maintain remote-control operation of daytime station and do several hours announcing daily. Permanent, paying $85 to start. Send details, tape, and availability for interview. P. O. Box 385, LaPorte, Ind.

Programming-Production, Others

WANTED

AM PROGRAM MGR.

5 Figure Salary

Outstanding opportunity for a live-wire radio program manager to improve his present earnings and insure a substantial future with a highly successful mid-western regional, with TV. Must have success story with top-rated metropolitan music and news station, the know-how to build ratings, be able to hire and keep good personnel, and have proven promotional ideas. Confidential. Send complete resume, if you qualify.

Box 784G, B•T

RADIO

Help Wanted—(Cont'd)

NEWSMAN WANTED

Well established midwestern radio-TV station wants qualified News reporter for radio operation capable of effectively presenting TV news and commercials on occasion. Only those experienced in gathering, writing and delivering local news will be considered.

Send photo, details of experience and tape.

Box 844G, B•T

TELEVISION

Help Wanted

Programming-Production, Others

WANTED: Attractive personality to do daily Cooking and Homemakers Show. Must be experienced and a top air salesman. Full time. Send photo and full information first letter. Salary open. Write John E. North, WDXI-TV,

Jackson, Tennessee

Technical

TV TECHNICIAN

TV transmitter-engineer. First class license and car necessary. Send full resume and minimum salary requirement to

Box 763G, B•T

California Opportunity

- Studio Technical Supervisor
- Studio Technician

Wire immediately

KUIP, Redding Calif.

FOR SALE

Complete RCA Microwave System

0.1 watt—modified for color. System now in operation. Available in approximately 60 days. Make offer. Write Box 672G, B•T.

PROGRAM DIRECTOR

Must have Flair For Independent Operation

Top executive spot offers great opportunities in organization now expanding broadcast holdings. Age 32 to 38. Air work not required, but must have plenty of it in your background which should cover at least 10 years. Salary open—and good! All replies confidential. Major markets, Northeastern states.

Box 787G, B•T

FOR SALE

Equipment

EQUIPMENT

1—Western Electric 405-B1 5KW transmitter complete with tubes.

1—RCA 1-DB 1KW Transmitter complete with tubes.

Box 873G, B•T

TOWERS
RADIO—TELEVISION
Antennas—Coaxial Cable
Tower Sales & Erecting Co.
6100 N. E. Columbia Blvd.,
Portland 11, Oregon

WANTED TO BUY

Equipment

FM TRANSMITTER

3 to 10 kw, complete, for cash. Send all details, condition and price. Box 624G, B•T.

INSTRUCTION

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IN 5 TO 6 WEEKS
WILLIAM B. OGDEN—10th Year
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Reservations Necessary All Classes
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The man* you're looking for may have a Classified Advertisement in this week's issue of Broadcasting•Telecasting!

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* Or job.

(Continues from page 120)

determine operating power by direct measurement of ant. power. Filed June 12.

KGMB Honolulu, Hawaii—Seeks authority to determine operating power by direct measurement on ant. power. Filed June 12.

KANI Kaneohe Oahu, Hawaii—Seeks cp to change frequency from 1150 kc to 1240 kc; decrease power from 1 kw to 250 w; change from DA-1 to NON-DA; change ant.-trans. and studio location; change station location from Kaneohe to Kailua, Hawaii; make changes in ant. and ground system, and operate trans. by remote control from studio location. Filed June 12.

APPLICATION AMENDED

KAVL Lancaster, Calif.—Application seeking cp to change frequency from 1340 kc to 610 kc; increase power from 250 w to 500 w N, 1 kw D, and install DA-2, amended to make changes in DA pattern. Amended June 11.

New Fm Stations . . .

ACTION BY FCC

Toledo, Ohio—Hillebrand Electronics granted 92.5 mc, 10 kw unl. Post office address 1852 Atwood Rd., Toledo. Estimated construction cost $7,100, first year operating cost $15,200, revenue $16,000. Sole owner is **William A. Hillebrand.** Hillebrand Electronics provides wired music and sound equipment service. Granted June 13.

APPLICATIONS

Los Angeles, Calif.—Musicast Inc., 100.3 mc, 58.5 kw unl. Post office address 666 S. Lafayette Park Place, Los Angeles 5. Estimated construction cost $26,900, first year operating cost $24,000, revenue $36,000. Principals include Pres. **J. B. Kiefer** (36%); Vice Pres. **William H. Tomberlin** (8%); **William C. Rau** (2%); and Vice Pres. **Albert Norton** (54%). Filed June 11.

Caribou, Me.—Northern Bcstg. Co., 96.7 mc, .19 kw unl. Post office address % Forest S. Tibbetts, 21 Collins St., Caribou. Estimated construction cost $4,778.75, first year operating cost $8,640.00, revenue $13,400. Mr. Tibbetts is sole owner. Filed June 7.

Mayaguez, P. R.—Radio Americas Corp., 97.5 mc, .406 kw unl. Post office address P. O. Box 43, Mayaguez. Estimated construction cost $3,600. Radio Americas Corp. is licensee of **WORA Mayaguez.** Filed June 12.

Existing FM Stations . . .

ACTION BY FCC

WHOO-FM Orlando, Fla.—Issued SCA to render supplemental service on simplex basis. Grant is without prejudice to any future action taken in docket concerning renewal of license of **WICU (TV) Erie, Pa.,** also controlled by Edward Lamb. Action June 13.

CALL LETTERS ASSIGNED

KTGM (FM) Denver, Colo.—Good Music Assoc., 105.1 mc., 10 kw.

WPRP-FM Ponce, P. R.—Voice of P. R. Inc., 104.7 mc., 530 w.

APPLICATIONS

WUSV (FM) Scranton, Pa.—Seeks cp to make changes in licensed station: change trans. and studio locations to 4 Ridge Row, Scranton, and make changes in ant. system. Filed June 12.

WLIN (FM) Merrill, Wis.—Seeks mod. of license to move studio site to U. S. Hwy. #51 and #17, north of Merrill. Filed June 7.

Ownership Changes . . .

ACTIONS BY FCC

WQXR-AM-FM New York, N. Y.—Granted involuntary transfer of control of licensee corporation to **Iphigene Ochs Sulzberger, Arthur Hays Sulzberger** and **Orvil E. Dryfoos,** trustees u/p 51st of will of **Adolph S. Ochs,** deceased. Granted June 7.

WQMC (TV) Charlotte, N. C.—Granted involuntary assignment of cp from WQMC Television Inc. to **Winfred R. Ervin,** receiver. Granted June 4.

KTUL Tulsa, Okla.—Granted assignment of license to Consolidated Radio Enterprises Inc. Corporate change. Granted June 6.

KORN Mitchell, S. D.—Granted assignment of license to Mitchell Bcstg. Assn. Corporate change. Granted June 8.

KOSA-TV Odessa, Tex.—Granted transfer of control of permittee corporation to **Cecil L. Trigg, Brooks L. Harman** and **William B. Stowe. Cecil Mills,** 50% owner, is dropping out of corporation. Consideration is $20,000 plus assumption of all Mills' obligation to secure or wherein he has secured ½ of line of credit in amount of $170,000 made available by Jack C. Vaughn to Odessa Tv Co., other 50% owner of station, and to assume Cecil Mills' obligations to secure generally ½ of all other and further obligations of joint venture. Principals will be **Cecil L. Trigg** (80%), **Brooks L. Harman** (10%), and **William B. Stowe** (10%), all present owners of Odessa Tv Co. Granted June 8.

KENE Toppenish, Wash.—Granted transfer of control to **John R. Woodroofe** and **Dorothy W. Woodroofe. Paul A. Schumacher** and **Erna H. Schumacher,** equal owners with Woodroofes, are dropping out of corporation. Granted June 6.

APPLICATIONS

WTBC-AM-TV Tuscaloosa, Ala.—Seeks involuntary assignment of license to **Bertram Bank** and **Mrs. Lamar Branscomb,** executrix of estate of Lamar Branscomb, deceased. Mr. Branscomb held 50% interest. Bertram Bank holds other 50%. Filed June 12.

KLRA Little Rock, Ark.—Seeks assignment of license to WTCR Inc. for $162,500. Sole owner is **Connie B. Gay,** who also holds business interests. WTCR Inc. is licensee of **WTCR Ashland, Ky.** Filed June 12.

KLAC Los Angeles, Calif.—Seeks assignment of license to Hall Bcstg. Co. Inc. for $850,000. Sole owner will be Mortimer W. Hall, present gen. mgr. of station, who is buying station from his mother **Dorothy Schiff Sonneborn.** Filed June 12.

WLAQ Rome, Ga.—Seeks assignment of license to **C. L. Graham** for $17,000. Mr. Graham is owner of **WETO Gasden, Ala., WANA Anniston, Fla.,** and **WPID Piedmont, Ala.** Filed June 11.

KAYS, Hayes, Kan.—Seeks asquisition of positive control of licensee corporation by **Ross Beach** for $85,000. Mr. Beach plans to sell **Robert E. Schmidt** 49.4% interest. Interests, will be Mr. Beach, 50.06%, Mr. Schmidt, 49.4%. Filed June 12.

WIDE Biddeford, Me.—Seeks assignment of license to **Victor C. Diehm, Arthur A. Deters, Kathryn E. Kahler, George D. Lummis, Thomas A. Tito, Robert J. Sacco, Anthony J. Hogg,** and **Harry L. Magee** for $45,000. Percentage of stock is as follows: **Victor Diehm** (51%), **Arthur A. Deters** (8%), **George D. Lummis** (5%), **Kathryn E. Kahler** (8%), **Harry L. Magee** (8%), **Anthony F. Hogg** (5%), **Thomas A. Tito** (5%), and **Robert J. Sacco** (10%). Filed June 7.

WKIK Leonardtown, Md.—Seeks voluntary acquisition of negative control of licensee corporation by **William C. Redd** and **James L. Bittner** for $5,000. **Charles E. Springer,** 33% owner, is dropping out of corporation. Mr. Redd and Mr. Bittner will hold 50% each. Filed June 7.

WHAM-AM-TV, WHFM (FM) Rochester, N. Y.—Seeks transfer of control to Transcontinent Television Corp. for $5.1 million. Transcontinent principals are Chm. of Board **Paul A. Schoellkopf Jr.**; Pres. **David Channing Moore**; Chm. of Executive Committee **J. Fred Schoellkopf IV**; Vice Pres. **David G. Forman,** and Vice Pres. **Seymour Knox III.** These principals control 50% interest. Other 50% is to be owned by General Railway Signal Co., manufacturer of railroad signaling devices. Transcontinent and **Hamilton Shea** each hold 50% of Tudor Enterprises Inc., which just purchased **WSVA-AM-TV Harrisonburg, Va.** Filed June 12.

KGRO Gresham, Ore.—Seeks assignment of cp to Gresham Bcstg. Co. Corporate change. Filed June 11.

WBUX Doylestown, Pa.—Seeks assignment of license to **James Stolcz** for $50,000. Mr. Stolcz is 62% owner of **WNLK Norwalk, Conn.** Filed June 7.

WHOD Homestead, Pa.—Seeks transfer of control to Dynamic Bcstg. Inc. for $66,024. Principals are Pres. **Leonard E. Walk** (50%), manager of WHOD; **James H. Rich** (25%), 50% partner in Friedman & Rich, Pittsburgh adv. agency; and **Bernard M. Friedman** (25%), 50% partner in Friedman & Rich. Filed June 7.

WAKU Latrobe, Pa.—Seeks assignment of license to WAKU Inc. for $47,000. Principals are Pres. **Harry P. Reed,** 14.28%, business interests; Vice Pres. **William J. Thomas** (54.34%), secy.-20% owner of **WNCC Barnesboro, Pa.,** vice pres.-16% owner of **WDAD Indiana, Pa.,** and pres.-58% owner of **WPTX Lexington Park, Md.**; and others, all holding less than 8%. Filed June 11.

KIHO Sioux Falls, S. D.—Seeks assignment of license to Ware Bcstg. Corp. for $20,000. Principal **Leslie P. Ware** owns **KLPW Union,** has minority interest in **KGHM Brookfield,** and is buying **KNIM Marysville,** all Mo. Filed June 7.

WFCR Fairfax, Va.—Seeks assignment of license to O. K. Bcstg. Corp. Corporate change. Filed June 12.

WHBG Harrisonburg, Va.—Seeks assignment of cp to Rockingham Radio Corp. Corporate change. Filed June 11.

KITN Olympia, Wash.—Seeks assignment of cp to KITN Inc. Corporate change. Filed June 7.

WATW Ashland, Wis.—Seeks assignment of license to WATW Inc. for $55,000. Principals are Pres. **Eugene A. Halker** (33.3%); Secy. Treas. **Gordon F. Schluter** (33.3%); Vice Pres. **Norman C. Hoefferle** (20%); and Vice Pres. **Terry E. Trott** (13.4%). (See Park Falls, Wis., application.) Filed June 12.

WMBV-TV, WMAN Marinette, Wis.—Seeks assignment of license to Guild Films Inc. for $287,000 cash, plus assumption of $407,000 in long-term liabilities. Guild Films is New York tv film syndicator. Guild principals are Pres. **Reub Kaufman** and his wife (7.5%). Filed June 11.

WPFP Park Falls, Wis.—Seeks assignment of license to Northland Bcstg. Co. **Norman C. Hoefferle** is buying 10.3% interest for $3,000 and

Terry E. Trott 6.9% interest for $2,000. Principals will be **Eugene A. Halker** (41.4%); **Gordon F. Schluter** (41.4%); **Norman C. Hoefferle** (10.3%); and **Terry E. Trott** (6.9%). Filed June 12.

WENA Bayamon, P. R.—Seeks transfer of control to **Dr. A. Diaz Atiles** and **Gustavo Diaz Atiles** for $43,250. Transferees are equal partners with **D. Diaz Alejandro**, who is transferor. Filed June 12.

Hearing Cases . . .

INITIAL DECISION

KNOE Monroe, La.—FCC granted motion of Howard E. Griffith to strike exceptions not timely filed by KNOE, vacated stay order and gave notice that Initial Decision which looked toward denying KNOE protest and reinstating Aug. 31, 1955, grant to Griffith for am station (KUZN) to operate on 1310 kc, 1 kw D, in West Monroe, La., became effective May 14, and effectiveness of cp was reinstated as of that date. Action June 7.

OTHER ACTIONS

KNBY Newport, Ark.—FCC ordered that during oral argument on Initial Decision on application to change frequency of KNBY from 1280 kc to 730 kc, **KTRY Bastrop, La.**, KNBY, and Broadcast Buerau will each be permitted to address themselves to request by KTRY to reopen record for purpose of receiving evidence concerning whether, through use of DA array or by reduction in its proposed operating power, KNBY can reduce or avoid interference which its proposed operation might cause to KTRY and **KWRE Warrenton, Mo.** Action June 13.

WSLM Salem, Ind.—FCC (1) granted appeal by Don H. Martin (WSLM) from hearing conference order in proceeding re his am application and that of Courier-Times Inc., New Castle, Ind. with respect to examiner's ruling that issues as drawn not not contemplate showing on need of areas proposed to be served for facilities sought other than showing on areas to be served, populations and communities in those areas, and service available to those populations, communities and areas, and denied in all other respects; and (2) denied appeal by WSLM for review of examiners ruling permitting Courier-Times to amend its application to change DA array to eliminate overlap of 2 mv/m and 25 mv/m contours of its proposed operation and **WHBU Anderson, Ind.** Also denied requests of WSLM and Courier-Times to enlarge issues to include evidence on programming proposals and comparative qualifications of applicants. Action June 13.

St. Louis, Mo.—FCC denied petitions by CBS, St. Louis, and Broadcast House Inc., S. Louis, for additional time for oral argument in St. Louis ch. 11 proceeding. Action June 13.

Philadelphia, Pa.—FCC (1) granted motion by Franklin Bcstg. Co. to enlarge issues in proceeding re its application and that of Rollins Bcstg. of Delaware Inc., for new am stations in Philadelphia, to determine whether Rollins has made or will be able to make arrangements to obtain and use site specified in its application; and (2) granted petition by Broadcast Bureau to extent of affirming Franklin's financial qualifications and denied petition in other respects. FCC also denied appeal by Rollins from examiner's order granting petition of Franklin for leave to amend; granted Rollins petition for enlargement of issues insofar as it requests issue concerning good faith of Franklin, denied petition in other respects, and mod. hearing order accordingly. Action June 13.

Routine Roundup . . .

June 7 Decisions

ACTIONS ON MOTIONS

By Commissioner John C. Doerfer

Northern Indiana Broadcasters Inc., South Bend, Ind.—Denied petition for extension of time to and including June 25, to file exceptions, supporting briefs and requests for oral argument re its am application. Action June 5.

WARC Milton, Pa.—Denied petition for extension of time to and including June 12 to file replies to exceptions to Initial Decision re its am application. Action June 5.

By Chief Hearing Examiner James D. Cunningham

Jefferson Amusement Co., Port Arthur, Tex.—Granted petition to accept its formal appearance filed late in ch. 4 proceeding, Port Arthur. Action June 5.

Clarksburg, W. Va.; Steubenville, Ohio—On examiner's own motion, ordered that oral argument will commence at 9:15 a.m., June 7, on petition of National Community Television Assn. to intervene as party in proceeding re applications of **WBLK-AM-TV Clarksburg**; News Publishing Co., Wheeling, W. Va., and **WSTV-TV Steubenville**, to transfer of control of **WPAR-AM-FM Parkersburg** and **WBLK-AM-TV Clarksburg, W. Va.**, to WSTV Inc. Action June 6.

By Hearing Examiners James D. Cunningham and Herbert Sharfman

WKNB-TV New Britain, Conn.—Upon oral request of **WNHC-TV New Haven, Conn.**, and with consent of other parties in proceeding re applications for mod. of cp of WKNB-TV and for transfer of control from Julian Gross, et al., to NBC, continued hearing conference from June 8 to June 22. Announced June 7.

By Hearing Examiner Herbert Sharfman

WTAO Cambridge, Mass.—Ordered that prehearing conference is scheduled for June 21, at 2 p.m., re am applications of WTAO. Action June 6.

By Hearing Examiner J. D. Bond

Stephenville Bcstg. Co., Tahlequah, Okla.—Granted petition in part, and ordered prehearing conference on June 19, and continued date for commencement of hearing for consideration and appropriate action at prehearing conference. Action June 5.

By Hearing Examiner Hugh B. Hutchison

Westinghouse Bcstg. Co.—Granted petition for extension of time from June 4 to and including June 6, within which memoranda with respect to trans. sites for various proposed operations of **WBZ Boston, Mass.**, and **WABC New York., N. Y.**, be submitted to hearing examiner in accordance with his direction at hearing conference on May 24, in proceeding re applications of **KOB Albuquerque, N. M.**, for mod. of cp and for license to cover cp as mod. and authority to determine operating power by direct measurement. Action June 4.

June 7 Applications

Accepted for Filing

Modification of Cp

WRMF Melbourne, Fla.—Seeks mod. of cp (which authorized new am) for extension of completion date.

KAIM Othello, Wash.—Seeks mod. of cp (which authorized new am) for extension of completion date.

WOSU-TV Columbus, Ohio—Seeks mod. of cp (which authorized new educational tv) for extension of completion date to Dec. 31.

WTTW (TV) Chicago, Ill.—Seeks mod. of cp (which authorized new educational tv) for extension of completion date to Jan. 6, 1957.

KFSA-TV Fort Smith, Ark.—Seeks mod. of cp (which authorized new tv) for extension of completion date to Nov. 15.

WHBF-TV Rock Island, Ill.—Seeks mod. of cp (which authorized changes in facilities of existing tv) for extension of completion date to Dec. 21.

Renewal of License

KTLU Huntington, W. Va.

June 11 Decisions

BROADCAST ACTIONS

By the Broadcast Bureau

Actions of June 8

Following were granted extensions of completion dates as shown: **WAAM (TV) Baltimore, Md.**, to 12-5-56; **KSAN-TV San Francisco, Calif.**, to 12-22-56; **WHBF-TV Rock Island, Ill.**, to 12-21-56; **WOSU-TV Columbus, Ohio**, to 12-31-56; **WGTH-TV Hartford, Conn.**, to 1-6-57; **WTTW Chicago, Ill.**, to 1-6-57; **KTHV (TV) Little Rock, Ark.**, to 1-4-57.

Following were granted authority to operate trans. by remote control: **KLLL** from 2001 Great Plains Life Bldg., Broadway at Ave. L, **Lubbock, Tex.**; **KLLA** from 1618 Third St., **Leesville, La.**

Actions of June 7

KANO Anoka, Minn.—Granted license for am station.

Following were granted extensions of completions dates as shown: **WNAO-TV, Raleigh, N. C.**, to 8-15-56; **KJEO (TV) Fresno., Calif.**, to 12-8-56; **KGON Oregon City, Ore.**, to 8-1-56.

Actions of June 6

WTBO Cumberland, Md.—Granted license covering changing ant.-trans. and studio location and changes in ant.

Following were granted licenses for am stations: **KWRW Guthrie, Okla; KRSL Russell, Kan.; KCVL Colville, Wash. WBLR Batesburg, S. C.; WEMB Erwin, Tenn.**

KANE New Iberia, La.—Granted license covering changing ant.-trans. location.

WKVM San Juan, P. R.—Granted extension of completion date to 8-25-56.

Following were granted extension of completion dates as shown: **WGHF Newton, Conn.**, to 1-16-57; **KENI-TV Anchorage, Alaska**, to 12-29-56.

Actions of June 4

WIBW-TV Topeka, Kan.—Granted license for tv station.

KTVH (TV) Hutchinson, Kan.—Granted license for tv station.

KWTV (TV) Oklahoma City, Okla.—Granted license for tv station.

KTEN (TV) Ada, Okla.—Granted license for tv station.

Following were granted licenses for am stations: **WDSP DeFuniak Springs, Fla.; WORX Madison, Ind.; WTOE Spruce Pine, N. C.**

WNER Live Oak, Fla.—Granted license covering change in frequency and changes in ant. system.

WISH Indianapolis, Ind.—Granted license covering changes in DA system and move of trans. location 450' southeast of present site.

Following were granted extensions of completion dates as shown: **KBVM Lancaster, Calif.**, to 8-1-56; **WNYC New York, N. Y.**, to 9-2-56.

WJAX-FM Jacksonville, Fla.—Granted authority to operate trans. by remote control from WJAX trans., Hyde Park Golf Course, Jacksonville.

Actions of May 29

STA

Following were granted STAs to operate commercially—**WESH-TV Daytona Beach, Fla.**, on ch. 2, for period ending June 30; **WDAM-TV Hattiesburg, Miss.**, on ch. 9, for period ending Sept. 12.

June 11 Applications

Accepted for Filing

Modification of Cp

KPOK Scottsdale, Ariz.—Seeks mod. of cp (which authorized new am) for extension of completion date.

WMES Union City, Tenn.—Seeks mod. of cp (which authorized new am) for extension of completion date.

WTVY (TV) Dothan, Ala.—Seeks mod. of cp (which authorized new tv) for extension of completion date to Dec. 31.

WTWO (TV) Bangor, Me.—Seeks mod. of cp (which authorized new tv) for extension of completion date to Jan. 1, 1957.

WTAO-TV Cambridge, Mass.—Seeks mod. of cp (which authorized new tv) for extension of completion date.

WLBR-TV Lebanon, Pa.—Seeks mod. of cp (which authorized new tv) for extension of completion date.

KTHV (TV) Little Rock, Ark.—Seeks mod. of cp (which authorized new tv) for extension of completion date to Jan. 4, 1957.

WGRT-TV Hartford, Conn.—Seeks mod. of cp (which authorized new tv) for extension of completion date to Jan. 6, 1957.

WTVI (TV) Fort Pierce, Fla.—Seeks mod. of cp (which authorized new tv) for extension of completion date to Jan. 16, 1957.

License to Cover Cp

WCUM-FM Cumberland, Md.—Seeks license to cover cp which authorized changes in licensed station.

Renewal of Licenses

KRBC Abilene, Tex.; KAMQ Amarillo, Tex.; KGNC Amarillo, Tex.; KFDM Beaumont, Tex.; KSTA Coleman, Tex.; WTAW College Station, Tex.; KIVY Crockett, Tex.; KGKO Dallas, Tex.; KDLK Del Rio, Tex.; KDNT Denton, Tex.; KELP El Paso, Tex.; KBLP Falfurrias, Tex.; KGVL Greenville, Tex.; KYOK Houston, Tex.; KEBE Jacksonville, Tex.; KRBA Lufkin, Tex.; KNET Palestine, Tex.; KLVL Pasadena, Tex.; KBOP Pleasanton, Tex.; KGKL San Angelo, Tex.; KWFR San Angelo, Tex.; KCNY San Marcos, Tex.; KRGV Weslaco, Tex.; KTXC Big Spring, Tex.; KCNC Fort Worth, Tex.; KSIJ Gladewater, Tex.; KSWA Graham, Tex.; KVOW Littlefield, Tex.; KLTI Longview, Tex.; KLLL Lubbock, Tex.; KECK Odessa, Tex.; KEVA Shamrock, Tex.; KANN Sinton, Tex.; KTAE Taylor, Tex.; KOMC Texarkana, Tex.; KWFT Wichita Falls, Tex.

Renewal of Licenses Returned

KCYL Lampasas, Tex. (Re applicant name); **KNCO Garden City, Kan.** (Signed by gen. mgr.)

Remote Control

KLLA Leesville, La.; KLLL Lubbock, Tex.

SCA

WLOL-FM Minneapolis, Minn.

June 12 Decisions

ACTIONS ON MOTIONS

By Commissioner John C. Doerfer

Broadcast Bureau—Granted petition for extension of time to and including July 9 to file exceptions to Initial Decision in re application of **WOI Ames, Iowa**, for SSA to operate additional hours from 6 a.m. to local sunrise CST with 1 kw. Action June 7.

WARC Milton, Pa.—On own motion, reconsidered and granted petition for extension of time to and including June 12 to file replies to exceptions to Initial Decision issued re its am application. Action June 8.

Northern Indiana Broadcasters Inc., South Bend, Ind.—On own motion, reconsidered and granted petition for extension of time to and including June 25 to file exceptions, supporting briefs and requests for oral argument re its am application. Action June 8.

By Chief Hearing Examiner James D. Cunningham

National Community Television Assn. Inc.—Denied petition to intervene as party in proceeding re applications of Ohio Valley Bcstg. Corp., Clarksburg, W. Va. (WBLK-TV), and News Publishing Co., Wheeling, W. Va., and WSTV Inc., Steubenville, Ohio, to transfer control of Ohio Valley Bcstg. Corp. (**WPAR-AM-FM Parkersburg** and **WBLK-AM-TV Clarksburg, W. Va.**), to WSTV Inc. (licensee of **WSTV-TV Steubenville**). Action June 7.

Broadcast Bureau—Granted petition for extension of time to June 18 for filing responses to petition of **WPIN St. Petersburg, Fla.**) for intervention and enlargement of issues in proceeding re am applications of Polly B. Hughes, Tampa,

and Holiday Isles Bcstg. Co., St. Petersburg Beach, Fla. Action June 8.

By Hearing Examiners James D. Cunningham and Jay A. Kyle

WGTH-TV Hartford, Conn.—Upon oral request of Elm City Bcstg. Corp., and with consent of other parties participating in proceeding re consent to assignment of the cp of **WGTH-TV** from General-Times Television Corp. to CBS, continued indefinitely hearing conference in matter scheduled for June 12. Action June 6.

By Hearing Examiner James D. Cunningham

The Southeastern Bcstg. System, Macon, Ga.—Dismissed May 31 "Supplement To Petition To Review and Reverse Examiner's Ruling" in proceeding re its am application. Action June 8.

By Hearing Examiner Basil P. Cooper

Manchester Bcstg. Co., Manchester, Conn.—Granted motion for corrections in various respects to transcript in proceeding re its am application. Action June 7.

Court House Bcstg. Co., Washington Court House, Ohio—Granted request for extension of date for exchange of engineering exhibits from June 11 to June 21, and from June 21 to July 9 for further prehearing conference re am application of News On The Air Inc., Port Clinton, Ohio. Action June 7.

By Hearing Examiner Elizabeth C. Smith

WNYC New York, N. Y.—Upon oral request of **WNYC** and **WCCO Minneapolis, Minn.**, ordered that further hearing will commence at 2 p.m., June 26, re WNYC application for SSA to operate additional hours from 6 a.m., EST, to sunrise New York City and from sunset Minneapolis, to 10 p.m., EST, and re petition of WCCO to cancel SSA and deny or withhold action on application for extension of SSA without hearing; and, in any event, to hold any hearing on limited, noncomparative issues. Action June 6.

WHEC, Inc., Veterans Bcstg. Co., Inc.; Federal Bcstg. System Inc., Rochester, N. Y.—Granted joint petition, subject to revisions set forth in order, for corrections in various respects to transcript of testimony in Channel 10 proceeding (Federal Bcstg. System Inc., protestant). Action June 8.

By Hearing Examiner Hugh B. Hutchison

KOB Albuquerque, N. M.—Ordered that evidence required to be presented under Issues #20, 21 and 22 in proceeding involving applications of KOB for mod. of cp to operate on 770 kc with 50 kw, unl., and for license to cover same, shall be prepared on basis of directional operation of station WBZ at its present site at Hull, Mass., but that none of parties to proceeding shall be precluded from presenting, if they so desire, competent evidence to show effects of operation by station WBZ, using directional pattern radiating about 50 kw toward Albuquerque, as contemplated by these issues, from so-called "representative" site; affirmed rulings of hearing examiner at May 24 conference scheduling next hearing conference at 2 p.m., June 22, and retaining the date of July 16 for commencement of hearing. Action June 11.

June 12 Applications

Accepted for Filing

License to Cover Cp

KRAI Craig, Colo.—Seeks license to cover cp which authorized change in frequency; increase in power; installation of DA-N, and change in ant.-trans. location.

KHIL Fort Lupton, Colo.—Seeks license to cover cp which authorized new am.

WSTL Eminence, Ky.—Seeks license to cover cp which authorized new am.

KCCO Lawton, Okla.—Seeks license to cover cp which authorized new am.

KUBE Pendleton, Ore.—Seeks license to cover cp which authorized new am.

WKMC Roaring Spring, Pa.—Seeks license to cover cp which authorized increase in power.

WNES (FM) Central City, Ky.—Seeks license to cover cp which authorized new fm.

KTTS-FM Springfield, Mo.—Seeks license to cover cp which authorized changes in licensed station.

WFBF Fernandina Beach, Fla.—Seeks license to cover cp which authorized increase in power and operation of trans. by remote control.

Modification of Cp

WLAP-TV Lexington, Ky.—Seeks mod. of cp (which authorized new tv) for extension of completion date to Jan. 16, 1957.

WTWO (TV) Bangor, Me.—Seeks mod. of cp (which authorized new tv) to make minor equipment changes.

WKOK-TV Sunbury, Pa.—Seeks mod. of cp (which authorized new tv) for extension of completion date to Jan. 16, 1957.

WNOW-TV Rapid City, S. D.—Seeks mod. of cp (which authorized new tv) for extension of completion date to Jan. 5, 1957.

WKNA-TV Charleston, W. Va.—Seeks mod. of cp (which authorized new tv) for extension of completion date.

WIND-TV Chicago, Ill.—Seeks mod. of cp (which authorized new tv) for extension of completion date.

KCRG-TV Louisville, Ky.—Seeks mod. of cp (which authorized new tv) for extension of completion date to Jan. 5, 1957.

WKLO-TV Louisville, Ky.—Seeks mod. of cp (which authorized new tv) for extension of completion date to Dec. 1.

WKNE-TV Keene, N. H.—Seeks mod. of cp (which authorized new tv) for extension of completion date to Jan. 16, 1957.

WBTM-TV Danville, Va.—Seeks mod. of cp (which authorized new tv) for extension of completion date to Jan. 16, 1957.

WTVU (TV) Scranton, Pa.—Seeks mod. of cp (which authorized new tv) for extension of completion date.

Renewal of Licenses

WBAP-FM Fort Worth, Tex.; KNER (FM) Dallas, Tex.; KVOF-FM El Paso, Tex.

Renewal of License Returned

KERC Eastland, Tex. (Sec. II dated after verification.)

Remote Control

WOKE Oak Ridge, Tenn.

SCA

WCRB-FM Waltham, Mass.

MILESTONES

► JOHN CAMPION, transmitter operator at WDRC Hartford, observes his 14th anniversary with the station this month.

► MICHAEL POPELUK, broadcast technician at WGR Buffalo, has celebrated his 13th anniversary with the station, 23 years in broadcasting.

► SHURE BROTHERS Inc., electronics equipment manufacturer, has celebrated its 31st anniversary. Formerly in Chicago, the company is now located at 222 Hartrey Ave., Evanston.

► HANFORD & GREENFIELD Inc., Rochester agency, has completed its 50th year.

► THE CELEBRATION of "Ed Penney Day" marked that disc jockey's fifth year on WTAO Boston (Cambridge).

► THIRTY-FOUR years of continuous association between the First Presbyterian Church of Atlanta and WSB Atlanta was marked by the presentation of Bibles to J. Leonard Reinsch, WSB executive director, and John M. Outler Jr., general manager.

UPCOMING

JUNE

June 20-22: NARTB Board of Directors, Washington.

June 22: Rhode Island Radio-Tv Broadcasters' Assn. summer meeting, Viking Hotel, Newport.

June 21-23: National Assn. of Tv & Radio Farm Directors, National Spring Meeting, Hotel Leamington, Minneapolis, Minn.

June 22-23: Florida Assn. of Broadcasters, Harrison Hotel, Clearwater.

June 23-24: Louisana-Mississippi Associated Press Broadcasters Assn., Natchez, Miss.

June 24-28: Advertising Assn. of the West, Hotel Statler, Los Angeles.

June 25-29: American Institute of Electrical Engineers, Hotel Fairmount, San Francisco, Calif.

June 28-29: N. C. Assn. of Broadcaster, Carolinian Hotel, Nags Head, N. C.

AUGUST

Aug. 17-19: West Virginia Broadcasters' Assn., late summer meeting, Greenbrier Hotel, White Sulphur Springs, W. Va.

OCTOBER

Oct. 1-3: National Electronics Conference & Exhibition, Hotel Sherman, Chicago.

NARTB CONFERENCES

Region 5 (Minn., N. D., East S. D., Iowa, Neb., Mo.)	Sept. 17-18	Nicollet Hotel Minneapolis
Region 7 (Mountain States)	Sept. 20-21	Utah Hotel Salt Lake City
Region 8 (Wash., Ore., Calif., Nev., Ariz., T. H., Alaska)	Sept. 24-25	St. Francis Hotel San Francisco
Region 6 (Kan., Okla., Tex.)	Sept. 27-28	Okla. Biltmore Okla. City
Region 2 (Pa., Del., Md., W. Va., D. C., Va., N. C., S. C.)	Oct. 11-12	Shoreham Hotel Washington
Region 1 (New England)	Oct. 15-16	Somerset Hotel Boston
Region 4 (Ky., Ohio, Ind., Mich., Ill., Wis.)	Oct. 18-19	Sheraton Lincoln Indianapolis
Region 3 (Fla., Ga., Ala Miss., La., Ark., Tenn., P. R.)	Oct. 25-26	Dinkler-Tutwiler Birmingham

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THE NEWSWEEKLY OF RADIO AND TELEVISION

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Radio on the Rise

WHEN CBS RADIO announced a 6.25% increase in station compensation [B•T, June 11], it was important news to more than the network's affiliates. Here is a tangible dollars-and-cents sign that tv's rise as a major advertising medium does not mean radio's eclipse. Here is the strongest kind of evidence that, in the belief of CBS Radio, at least, the bottom has been reached by network radio and the upward climb begun.

Alone, the CBS Radio action is important. But it is far from the only evidence that things are looking up for radio. In recent weeks, the pages of this magazine have reported:

• Radio station sales at record prices: Crowell-Collier pays $2.35 million for KWFB Los Angeles, a city with more than 20 radio stations and a full complement of seven tv stations. Todd Storz buys WQAM Miami for $850,000, an all-time high for a regional station. Station brokers report more seekers for good stations than sellers.

• Radio set sales continue to climb: In the first four months of 1956, a total of 1,984,915 radio sets were sold, compared to 1,609,182 sets sold in the like period of 1955. And that's without counting automobile radios which are bought with the car and not over the counter.

• Spot business is good: Summer radio campaigns have been placed for Nescafe coffee, Tangee lipsticks, Star-Kist tuna, Gelvatex paint, Pal razor blades, Anna Myers foods, Cheerios, Jewell processed chicken, Dromedary cake mix, Hills Bros. coffee and Tetley tea (to cite only those plans most recently announced).

• Network business is improving: At the end of *Monitor's* first year, NBC Radio reported that this weekend program service had since its inception attracted more than 40 advertisers and grossed billings of well over $4 million. Sleep-Eze this month became a co-sponsor of three daytime serials on CBS Radio, to which Colgate-Palmolive Co. returns in September, also as a daytime advertiser. Perhaps these contracts, added to other new billings, were behind the network's decision to restore a portion of the cuts previously made in compensation to its affiliates.

A considerable part of the credit for radio's upward swing goes to Radio Advertising Bureau, whose presentations to individual advertisers and to industry groups have frequently opened the doors to the radio salesmen who got the business. RAB is not around to pose in the contract-signing pictures, but there are many that never would have been taken if RAB hadn't been there first. Heavily stepped-up sales activities planned for the latter part of the year, now that its budget increase has been approved, should make RAB an even more potent creator of new business for radio.

In 1954, for the first time since the depression-ridden '30's, radio broadcasting's overall revenues failed to equal those of the year before. Last year, sparked by a healthy upswing in local business, radio billings showed a gain over 1954 and a total second only to 1953's all-time high. Now, at midyear 1956, all signs point to gains on all fronts that will make this another record year, second to none.

The Other 'Commission'

IN THESE days of network investigations, uhf-vhf crises, and other phenomena of both immediate and long-range consequence, there may be a tendency among broadcasters to give only fleeting attention to the rising debate over the commission method of compensating advertising agencies. There still being only 24 hours in the day, the tendency would be understandable. But it would also be unfortunate.

At the moment the debate is being waged primarily between advertisers (who started it) and agencies (who contend that this ground has been fought over before and settled long ago in the most satisfactory way for all concerned). For the immediate future, at least, it appears apt to continue to pit advertisers and agencies as the chief protagonists and/or negotiators. Whatever will come of it, we don't profess to know.

We do know, and have said before, that the interests of media—of whom broadcasters are an increasingly important part—are inextricably tied up with the outcome. This is true whether the present compensation method is changed little or much or not at all. Broadcasters, along with other media, owe it to themselves to keep abreast of developments.

Elsewhere in this issue, B•T devotes several pages to a recapitulation of the controversy and its long history, with key quotes from speakers on each side, plus generous reproduction of the prevailing "decision" that settled the matter in the past. The purpose of this extensive treatment is to inform, not to inflame or to sell the merits of either side. The purpose of this editorial, however, is to sell everybody possible on the importance of the deliberations that are going on, and to urge all broadcasters to take an active, informed, and continuing interest in them.

Drawn for BROADCASTING•TELECASTING by Duane McKenna

"You guys are lucky—you don't have to spell."

Broadcasting's Crying Need: II

IN this space two week ago we cited the urgent need for a national public relations project for broadcasting.

We now renew that plea, after sitting in on a week of hearings before the Senate Commerce Committee on television networking. The abject lack of understanding on the part of some members of the committee, charged as it is with the origination of legislation dealing with the broadcast media, was frightening. Aside from the committee experts, most of the senators hadn't the slightest notion of how radio and television function.

This, we submit, makes even more essential and emergent the launching of a continuing public relations campaign. If the lawmakers themselves are not informed, how can they legislate in the best interests of an even less informed public?

This week the NARTB combined boards meet in Washington. Before the Television Board will be a proposal from its Television Information Committee recommending an adequately financed public relations program. It will urge a broad and vigorous project with the necessary creative talent in the right places. It will recommend this program as a fundamental function of NARTB itself.

We concur. We think it should be enlarged to include the broadcast media, and that means radio as well as television. It should have No. 1 priority, even if it means curtailment of other activities to remain within budgetary limitations.

Teeth: Real or False

THE ANNOUNCEMENT by the Television Code Review Board that several code memberships were in jeopardy [B•T, June 14] is the strongest action taken against offenders since the code was adopted in 1952.

It is to be fervently hoped that no stronger action will be needed.

Yet it is to be hoped with equal fervor that if stronger action becomes necessary to bring violators into line, the code board will have the courage to take it.

As we have said since the adoption of the code, it is an instrument of cynicism unless it is (1) enforceable and (2) enforced. If there is to be a code, members must adhere to it or be expelled. The alternative is to turn the code seal into a label of approval for any kind of broadcasting—good, bad or indifferent.

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